

**Character Area 5: Secondary commercial – west  
Fore Street, Gover Lane, Beach Road**

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

**Character summary**

This area is a transitional zone between the commercial core and the harbour-related residential area. Now in secondary retail use, structures are of a residential scale but retain high levels of architectural detailing. Roads, pavements and plot widths are wider than in the densely packed commercial core and sea views are provided by breaks in the streetscape. There are a number of good surviving historic shop fronts and architectural details such as iron railed balconies. Later 20<sup>th</sup> century suburban-style buildings and ‘stage-set’ shop fronts masks the quality of the surviving historic environment.

**Regeneration opportunities**

- 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’
- Reinstate enclosure along Fore Street

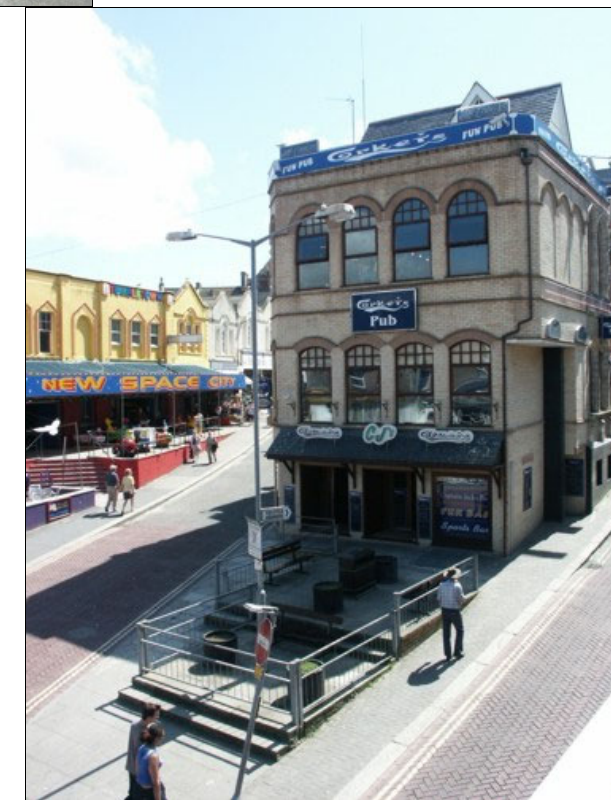
The proposed redevelopment of Fore Street car park should seek to reinstate the street front build line while retaining access and awareness of seascape and townscape views behind

- Enhance Beach Road and Gover Lane – key approaches to the beach area

Reinforce connections between the urban core and the coastline. Enhance the roads as gateways between the two.



Enhance Beach Road and Gover Lane - screen service areas and activate street frontages. Strengthen links between the commercial core and the coastline



Opportunity for an improved public seating area to act as a ‘gateway’ area to the beach and promenade



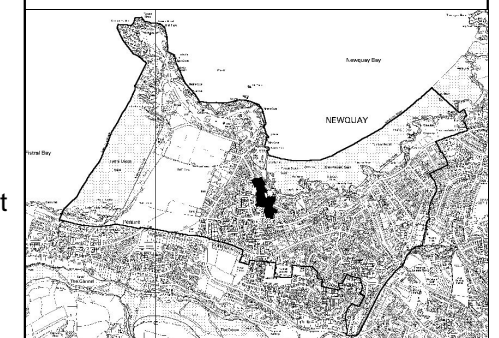
Respect the quality of the surviving historic buildings and shop fronts. Implement the shop front design guide recommendations



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Secondary commercial - west**

**Key**

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



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Cornwall Archaeological Unit  
Historic Environment  
Cornwall County Council  
(01872) 323603  
cau@cornwall.gov.uk

