

Character Area 1b:
Market Jew Street

-  Character Area Boundary
-  Scheduled Monument
-  Listed Building
-  Other Historic Building
-  Historic Plot
-  Registered Historic Park & Garden
-  Other Recreation & Open Space



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Character Area 1b:
Market Jew Street

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

Character summary

A late medieval expansion from the market core, this is now Penzance's main shopping street, close to the main car park and bus and railway stations. It has striking townscape qualities dominated by the porticoed façade of the Market House at the head of the rising street.

Regeneration opportunities

Despite the lively atmosphere and high quality overall townscape, much of the street has been poorly rebuilt in the later 20th century. It can be underused and empty outside normal shopping times and suffers from traffic congestion, a major effect of which is the uncomfortable constriction of pedestrians on narrow pavements.

• **Reinstate character and quality**

The south side of the street provides significant opportunities for investment in improving architecture and detail – not least on shopfronts - and for major redevelopment. This could incorporate better links with the harbour area, enhanced pedestrian comfort along frontages and pavements, and substantial overall improvement in the appearance and attractiveness of the street. New development should be of the highest quality but can be informed by the exuberance of design in much of the historic fabric in the street.

• **Increase evening and Sunday activity**

There is potential to build on the trend to extended trading for shops (for example, Sundays and Bank holidays), especially to extend this beyond the tourist season; activity could also be developed through off-peak street bazaars or markets and increased café/bar use. LOT's schemes would beneficially extend residential use.

• **Resolve vehicle-pedestrian conflict**

Managing traffic flows, parking and access can only work effectively in this context if accompanied by high quality streetscape design, effective pedestrian access across streets and, perhaps most importantly, along pavements.

