

Character Area 1:

The commercial core

This sheet summarises the comprehensive assessments of character and regeneration opportunities in Sections 7 and 8 of the report.

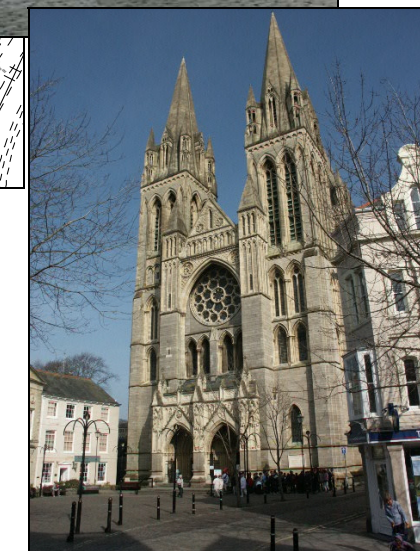
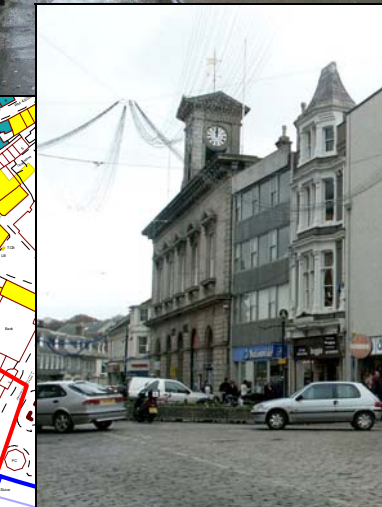
Character summary

The historic and commercial heart of Truro, this area is dominated by distinctive, strongly urban streetscapes with a variety of impressive historic buildings, including most of Truro's major landmark structures.

Regeneration opportunities

The primary experience for non-residents; the sense of quality and significance in this area are crucial for regeneration.

- **Respect the primacy of the area.** Maintain and respect this area's historic character as the city centre, eg through building quality, sensitive public realm work and traffic management. Ensure that change in other areas does not undermine the urban hierarchy.
- **Assert quality.** Give detailed attention to all elements that contribute to the appearance and ambience of Truro's finest and most visited streetscapes.
- **Enhance the public realm.** There are easily achievable short-term gains to be made from instigating a programme of maintenance and enhancement of historic elements of the public realm, and the removal of inappropriate clutter.
- **Redevelop buildings which erode character and quality.** Target poor quality post-war buildings for replacement with others whose design is based on an understanding of the detailed character of their immediate and wider contexts.
- **Use character to guide further development on Lemon Quay.** This area has now been drawn into the city centre. New work (eg on the Pannier Market) should be appropriately informed by the character of that area, including strong vertical emphasis in design, diversity in building style, a degree of elaboration and ostentation, and use of high quality materials and treatments.
- **Improve the opes.** Reduce pedestrian congestion and increase activity and interest through greater use of the network of opes (alleys). Improved access to rear premises would provide potential for new small enterprises.



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

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