

# CHELTENHAM PLAN

ADOPTED JULY 2020



**CHELTENHAM**  
BOROUGH COUNCIL

## POLICY HE2: NATIONAL AND LOCAL ARCHAEOLOGICAL REMAINS OF IMPORTANCE

There will be a presumption in favour of the physical preservation in situ of nationally important archaeological remains and their settings.

Development affecting sites of local archaeological importance will be permitted where the remains are preserved (Note 1):

- a) in situ; or
- b) by record, if preservation in situ is not feasible.

Where remains are to be preserved in situ, measures adequate to ensure their protection during construction works will be required.

**This policy contributes towards achieving the Cheltenham Plan Vision: Theme C - objective a.**

*Note 1: The preservation in situ or the excavation and recording of remains prior to and during development should be supervised or undertaken by a competent archaeological organisation.*

- 9.17. In considering planning applications affecting sites of known or potential archaeological interest, the Council will consult and be guided by the County Archaeologist and the Gloucestershire Historic Environment Record. In order to assess the archaeological implications of a proposed development, the Council may request a developer to commission an archaeological assessment and, where appropriate, request limited excavation before determining the planning application.

## ADVERTISEMENTS, SIGNS AND HOARDINGS IN CONSERVATION AREAS

- 9.18. Inappropriate and over-extensive signs and advertisements can be particularly damaging to the character of a conservation area. Consequently, the Council will exercise close control of advertisements in these areas; a particularly high standard of design, materials and finish will be required, and all advertisements will need to suit the particular character of a building and its surroundings. In assessing planning proposals for advertisements on buildings within conservation areas, the Council will have regard to relevant supplementary planning guidance.
- 9.19. As part of the drive to improve the amenity of conservation areas by preventing unnecessary and obtrusive advertisements, the Council will not permit the siting of advertisement hoardings within them.
- 9.20. Certain streets in commercial use in the Central Conservation Area are particularly vulnerable to advertising. In these areas, projecting signs will be resisted, although an exception may be made for traditional hanging signs to public houses.