Character Area 7: Watermoor South
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- Laid out in an informal grid pattern of short straight roads, with Watermoor Road forming the main spine, the densely-developed Watermoor South character area was constructed predominantly from the second half of the nineteenth century onwards, partly in response to a growing population in the town and the arrival in 1841 of the Great Western Railway and its station at Sheep Street, and the subsequent development of a second line and associated station on Watermoor Road, from 1883, of the Midland and South Western Junction Railway;

- Comprising substantially of two-storey terraced workers houses, set at right angles from the road, on long narrow plots with a consistent building line, and mostly separated from the pavement edge by narrow gardens [628 & 636] and in other cases built up off the back of the pavement [632-33 & 635];

- Predominantly residential in nature, the character area also includes several shops, mostly half-way down Watermoor Road [642], and a handful of others marking street corners [641], but regrettably many of these are now vacant, or being used for housing purposes; there are also two public houses [631], one at each end of Watermoor Road together with the Cotswold Club [644] at its south-eastern tip and the Bingham Hall [645] at the opposite corner on King’s Street;

- Residential terraces, of mostly national architectural form, whose individual character is defined by the repetition of identical features, including timber doors and sash windows, chimney stacks and stringcourses, giving a harmonious and cohesive character;

- Mostly simple pitched roofs [634] but with occasional pitched roof dormers [628 & 635] or raised gables breaking up the roof line [630];

- Significant variety in the use of natural materials, including extensive use of rock-faced limestone [632 & 645] and squared ashlar limestone [633], or for the most visible building elevations, with rubble for flank walls, chimney stacks, and boundary walls, interspersed with significant use of brick for a number of terraces and elevations, but also for chimney stacks and boundary walls, invariably with Welsh slate for roofs, the whole palette of natural materials providing a subtle variety in texture and colour;
- Single-storey, or occasionally two-storey rear pitched roof or lean-to extensions providing kitchens and bathrooms, form a standard element to most terraced properties in this character area [629];
- Ashlar stone dressings to windows and doors in combination with brick, rock-faced or rubble elevations [636, 651, & 654-56];
- Significant small-scale architectural detail and ornamentation to some individual buildings, throughout the character area, through the use of decorative brick and terracotta panels, and contrasting brick, and elsewhere carved stone, ironwork for gates, hanging signs, canopies and rainwater goods, and timber detailing to windows and doors [654-55];

- A broad range of roadside boundary features, often designed specifically as part of a terrace or pair of properties, including iron railings on stone bases, rubble limestone walling with ashlar dressings and limestone gate posts [659], providing privacy and a sense of enclosure to the street scene;
- A scattering of trees within the built form but mostly to rear gardens and glimpsed through incidental gaps between buildings with a handful of individual trees set within pathways along roadside paths;
• Views of the spire of Holy Trinity Church [664] can be seen along the whole of Watermoor Road but other views are limited to shorter views in the street scene [661] and along pedestrian routes [662] which ensure good permeability within the character area, and to adjacent areas including the recreation grounds accessed by steps to the former railway line bank [663];
• There are a limited number of small green spaces within the character area, with occasional garden trees glimpsed from the roadside, but on the whole, the character area is densely built and relies for its greenery on trees in adjacent character areas, and most notably the recreation ground to the east, and St Michael’s Park to the north [630];
Character Area 7: Watermoor South – Negative Features & Issues

- Two spaces within the character area are currently in need of enhancement, mostly as a result of a loss of containment through demolition or redevelopment, namely:
  - The far south of Watermoor Road crudely truncated by the ringroad and characterised by a high concrete wall and a large area of broken tarmac [665-67];
  - The junction marked by Watermoor Way, Watermoor Road, Stepstairs Lane, Southgate Mews and City Bank Road, which is marked by a lack of containment, poor public realm and the open grounds and unattractive elevations of large commercial sheds, and which has the potential to be an attractive gateway at the southern half of the town and provide a valuable amenity space for nearby residents [668-70];

- A large number of buildings identified as Neutral Buildings but whose design, scale, massing and materials, whilst individually not seriously damaging, taken together, does have a detrimental impact on the special architectural and historic interest of this part of the Cirencester South Conservation Area [671-76];
- Loss of roadside boundary features to facilitate off-street individual parking provision results in a loss of enclosure, disrupts the symmetry and repetition of designed elements and introduces an individualistic mix of alien materials to the street scene [684];
- Unattractive utilitarian often flat-roofed extensions and ancillary buildings, highly visible from public places, which by virtue of their scale, form and massing, have a detrimental impact on the street scene, [673 & 676];
- Loss of, and/or replacement of architectural elements with inappropriate designs and materials including the use of plastic for windows, doors and shopfronts and artificial stone products that weather unsympathetically and dilute the historic and architectural character of the area [675-79 & 684];
- Poor floorscape including large areas of broken tarmac [666 & 668];
- Visual clutter created by traffic-related signage and road markings, and telegraph poles and wires [683];