

Chippenham

Conservation Area Management Plan
December 2007

Consultation Draft



CONTENTS

Introduction	1
How to use this document	1
1. Legislation, Policy and Guidance	2
Legislation	
Policy	
Guidance	
2. Conservation Area Management	3
Preservation and Enhancement	
Monitoring Change	
Trees, Greenery and open Space	4
Consultation	
General Proposals	
3. Character Areas Management Proposals	5
Character Areas Plan	5
Area 1: Marshfield Road	6
Area 2: Park Lane	9
Area 3: Upper New Road	11
Area 4: Railway station	13
Area 5: Malmesbury Road and Langley Road	15
Area 6: Bath Road and Ivy Lane	17
Area 7: The Bridge and Lower New Road	19
Area 8: Station Hill and Monkton Hill	22
Area 9: Ivy Road and Lowden Hill	24
Area 10: Avenue La Fleche	25
Area 11: Monkton Park	27
Area 12: High Street and Emery Gate	32
Area 13: Gladstone Road, Borough Parade and Wood Lane	34
Area 14: Market Place	36
Area 15: St Mary Street and the Butts	39
Area 16: Flowers Yard	41
Area 17: The Causeway	42
Area 18: London Road	44
Summary of Development Guidelines	45
Summary of Enhancement Proposals	48

Introduction

This Management Plan is to be adopted as a Supplementary Planning Document (SPD) to the North Wiltshire Development Plan.

This SPD is part of a suite of documents relating to Conservation Areas within North Wiltshire, which includes the North Wiltshire Conservation Area Character and Criteria SPD.

This Management Plan sets out North Wiltshire District Council's approach to managing the future of the Chippenham Conservation Area. It is informed by the detailed study of the Conservation Area in the Chippenham Conservation Area Appraisal published in November 2007¹, and this document should be read in conjunction with it.

The Appraisal contains background information on the reasons and methods of the designation of Chippenham Conservation Area and outlines the effects of designation. The Appraisal also contains detailed character analysis of the Chippenham Conservation Area and makes observations on positive and negative features within the Conservation Area. This Management Plan uses these observations to inform development guidelines and enhancement proposals specific to the character areas studied in the Appraisal.

How to use this document

This Management Plan contains three main sections.

The first section describes how the Management Plan fits within the legislative and policy framework, both nationally and locally. This section also notes the guidance produced by English Heritage that relates to producing Management Plans.

The second section explains how the topics in section one influence and guide the nature of proposals for Chippenham Conservation Area, this section also contains general recommendations and proposals for the Conservation Area.

The third section uses the Character Areas identified in the Appraisal to describe in detail Development Guidelines and Enhancement Proposals specific to each area.

¹ http://www.northwilts.gov.uk/index/env/env_land_premises-conservation/env_land_premises-conservation_area_-2.htm

1. Legislation, Policy and Guidance

Legislation

The Planning (Listed Buildings and Conservation Areas) Act 1990 requires local authorities to designate ‘*areas of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance*’ as Conservation Areas².

The authority must also carry out an Appraisal as to why it considers these areas to be of ‘special interest, character and appearance’ and to periodically reassess the boundaries of existing Conservation Areas and to examine the need to designate any further conservation areas.

Section 71 of the Act requires local authorities to formulate proposals to preserve and enhance conservation areas and to consult the public on these proposals. Government monitors local authority performance in these three areas by the use of Best Value Performance Indicators (BVPI) 219a, 219b and 219c³. The Conservation Area Appraisal and Conservation Area Management Plan satisfy the criteria of 219b and 219c.

Policy

Applications within the Conservation Area will be assessed in accordance with all policies set out in the adopted Local Plan.

North Wiltshire District Councils’ adopted Local Plan 2011 policies HE1 and HE2 contain the planning aims for development and demolition within Conservation Areas⁴. As part of the emerging Local Development Framework Plan North Wiltshire District Council is also preparing a Supplementary Planning Document (SPD) to give greater guidance on specific proposals and recommendations set out in the Conservation Area Management Plans.

This document will be called the ‘North Wiltshire Conservation Areas Character and Criteria SPD’. Further information on specific issues such as Article 4 directions, street scene audits and highway works will also be included within this document.

Guidance

In accordance with BVPI 219 this Management Plan is compiled taking into account the latest English Heritage guidance: ‘Guidance on the Management of Conservation Areas’⁵ and recommendations made in the ‘Guidance on Conservation Area Appraisals’⁶. Other guidance and legislation that informs development guidelines and enhancement proposals can be found in the North Wiltshire Conservation Areas Character and Criteria SPD.

² Section 69 (1)(a)

³ <http://www.communities.gov.uk/documents/localgovernment/pdf/134864>

⁴ http://localplan.northwilts.gov.uk/contents_written.htm

⁵ http://www.english-heritage.org.uk/upload/pdf/Management_of_Conservation_Areas_20060320130528.pdf

⁶ http://www.english-heritage.org.uk/upload/pdf/Conservation_area_appraisals_20060320130154.pdf

2. Conservation Area Management

Preservation and Enhancement

The character area management proposals are split into two sections:

'Development Guidelines' contains recommendations for control of development that are specific to each character area. In some cases this may not only be a recommendation for the restriction or approval of new developments, but also guidance on matters such as advertising control or change of use of properties. These guidelines aim to protect the quality and interest of the areas as a whole, not only the buildings and are primarily designed to inform planning decisions and applications. Also, some small alterations to buildings that normally would not require planning consent, known as permitted development, can be prohibited or restricted in Conservation Areas through the making of an Article 4 direction. This control is invoked by the Council to avoid piecemeal erosion of the special character of a Conservation Area. Article 4 directions can be applied specifically to a building or to encompass the entire Conservation Area. Further information on Article 4 directions can be found in the North Wiltshire Conservation Areas Character and Criteria SPD.

'Enhancement Proposals' set out medium and long term schemes of action that aim to make a positive impact on the quality and interest of the character area. The individual proposal should comply with the detailed guidance set out in the North Wiltshire Conservation Areas Character and Criteria SPD.

The roles of those involved in the development process in implementing Development Guidelines and Enhancement Proposals is set out in the North Wiltshire Conservation Area Character and Criteria SPD.

Monitoring Change

Change is a dynamic process in Chippenham and the causes of change are diverse. Development is usually an obvious and immediate indicator of change but other factors can be more subtle and slow to emerge. Weathering, losses of detail due to accident and weather as well as man made change such as works by the highway authority and utilities companies can all have an incremental but nevertheless profound effect on the appearance of a Conservation Area. Small changes to individual buildings, such as replacement windows or doors may have a relatively small initial effect but again the cumulative product can be profound. A circular process of monitoring, review and action can help to preserve an equilibrium within the Conservation Area.

At present there are no formal monitoring procedures in place for Chippenham Conservation Area although the District Council is committed to designating and assessing historic Buildings at Risk⁷.

It is proposed that a procedure for recording Chippenham Conservation Area at regular intervals be initiated with the assistance of local stakeholders and interest groups.

⁷ <http://localplan.northwilts.gov.uk/written/cpt4.htm>

More detail on how the recording of change is to be carried out can be found in the North Wiltshire Conservation Areas Character and Criteria SPD

Trees, Greenery and Open Spaces

The interaction between buildings and the spaces around them play an important role in defining the character of Chippenham. The landscape which frames the Conservation Area, the river valley, and public open space are afforded protection within Local Plan policies. Open land around the fringes of and within the Conservation Area should be given special attention to preserve the contribution it makes to the views into and out of the Conservation Area. Important areas of greenery have been identified in the Appraisal and reference to this document should inform new development.

Trees in Conservation Areas have special protection and a notification or consent is needed to fell or lop any tree above a certain size⁸. Further advice is contained within the North Wiltshire Conservation Area Character and Criteria SPD.

Consultation

In line with the Council's adopted Statement of Community Involvement (SCI)⁹ this draft document is subject to consultation prior to adoption as a Supplementary Planning Document (SPD).

General Proposals for the Whole Conservation Area

A. A cycle of monitoring be implemented with the assistance of local stakeholders and interest groups

B. Any new development should not be detrimental to the positive views identified in the character analysis in the Chippenham Conservation Area Appraisal.

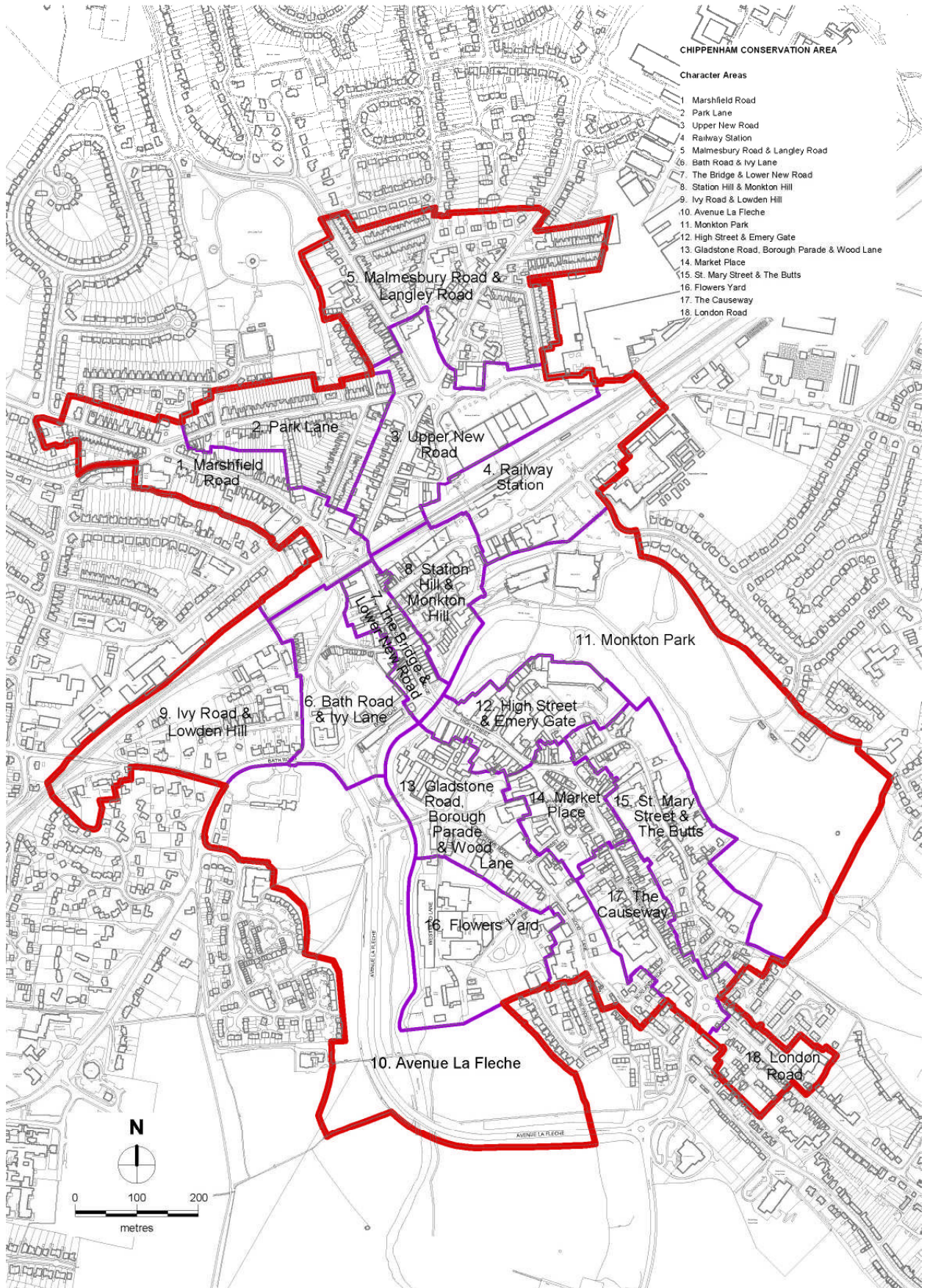
C. New development should seek, where possible, to eliminate or reduce the effect of the negative views identified in the character analysis in the Chippenham Conservation Area Appraisal.

D. In considering development proposals within Chippenham Conservation Area account is to be taken of the comments within each character area analysis, and features identified on each Townscape Analysis plan within the Chippenham Conservation Area Appraisal.

⁸ http://www.northwilts.gov.uk/index/env/env_land_premises-conservation/env_land_premises-plng_trees.htm

⁹ <http://liveinternet.northwilts.net/index/env/planning/localplans/ldf/sci.htm>

3. Character Area Management Proposals



Extract from Chippenham Conservation Area Appraisal Character Area Plan

Area 1: Marshfield Road

An historic route into Chippenham and out to Bristol that is primarily residential in character. The road has been little altered since it was first developed and generally maintains a general uniformity of architectural style.

Development Guidelines

1. Establish a monitoring programme for properties subject to Article 4 directions and listed buildings and take enforcement action where necessary.
2. Ensure that the statutory protection afforded to buildings through listing and the making of Article 4 Directions is used to best effect to maintain and enhance the historic and architectural character of the area.
3. View favourably proposals for the replacement of St. Pauls House and Bewley House with buildings of more suitable scale, form and quality for the setting of the railway viaduct.
4. Seek the redevelopment of the underused land on Dallas Road adjacent to the cinema. Any building should be of a suitable scale to screen the unattractive side elevation of the cinema, include demolition of No. 93 to reveal views of the cinema frontage and be of a high quality at such a prominent location.
5. Encourage the provision of a stronger and more positive built frontage either side of the 1910 West End Club building and to the south side of the road junction with Park Lane and Audley Road. Any new development should provide for the removal of inappropriate alterations to No.72.

Enhancement Proposals

1. Investigate the feasibility of returning Marshfield Road to two-way operation, in conjunction with a wider investigation of the town centre road network (**Fig 1**).
2. Investigate introduction of further Article 4 Directions for other properties in the area, specifically Nos. 8b, 22 & 36.
3. Investigate unauthorised alterations to properties and take enforcement action where necessary.
4. Offer grants, in conjunction with enforcement action if necessary, for the restoration of original features to listed buildings and properties subject to Article 4 Directions. Priority should be given to replacement of original fenestration and boundary treatments.
5. Investigate the possibility of diverting underground overhead wires along the whole length of the street.
6. Encourage the highway authority to repair the road surface in the vicinity of the mini roundabout (and elsewhere) (**Fig 2**) and to replace worn out road markings and use less prominent markings for double yellow lines.
7. Encourage the highway authority to paint all existing poles, columns, railings etc, and to adopt as standard practice, the painting of all new installations in Conservation Areas.
8. Encourage the highway authority to replace all individually illuminated traffic signs with non illuminated reflective signs where regulations allow, obtaining relevant permissions if necessary from central Government.

9. Seek provision of better pedestrian crossing facilities in the vicinity of the cinema for the benefit of pedestrians not having come from the town centre.
10. In conjunction with the cinema operator, implement an enhancement scheme for the frontage of the cinema, to include stone cleaning, more appropriate entrance and shop-fronts and a redesign of the space in front of the cinema, including the possible provision of a bus lay-by.
11. Pursue with urgency, the formulation of funding and implementation for a comprehensive restoration and maintenance programme of the Grade II* listed railway viaduct, in conjunction with Network Rail, English Heritage, train operators and the highway authority as necessary.
12. Implement a landscape scheme, in conjunction with the owners, to enhance the appearance of the prominent and unattractive area of wasteland adjacent to St. Pauls House.
14. Carry out a Street Scene Audit to ascertain what superfluous signage, poles, lighting, clutter, barriers could be removed as advocated in PPG 15.



Fig.1 The Character Area is dominated by traffic during peak hours



Fig.2 An example of poor footway surfacing in Marshfield Road

Area 2: Park Lane

A primarily residential area, Park Lane and St Paul Street were developed during the expansion subsequent to the arrival of the railway, however Park Lane has its origins in a much earlier rural route around the town.

Development Guidelines

1. Establish a monitoring programme for works to properties subject to Article 4 directions and listed buildings and take enforcement action on unauthorised works as necessary.
2. Encourage development proposals that would enhance the character of the built form by strengthening the enclosure of, and providing attractive built frontages to, the streets. This should be particularly encouraged where the current boundary treatments and frontages are poorly defined, and allow unattractive views to rear elevations of buildings, or where the scale or appearance of buildings can be demonstrably improved to enhance the character of the area, most notably at the following locations:
 - Between Nos. 17 & 19 St. Paul Street
 - Between Nos. 21 St. Paul Street & 26a Park Lane
 - Between Nos. 1 & 2 Park Lane
 - Nos. 1-4 (Club buildings) Park Lane
 - Nos. 27b, 27c & 28a Park Lane
3. Ensure adequate and consistent advice is given to applicants who wish to restore original details to their properties.

Enhancement Proposals

1. Investigate the feasibility of returning Park Lane to two-way operation, in conjunction with a wider assessment of the town centre road network.
2. Consider creating a home zone of the quiet and secluded St Paul Street as an exemplar project
3. Investigate introduction of further Article 4 Directions for other properties in the area.
4. Investigate unauthorised alterations to properties and take enforcement action where necessary.
5. Investigate the possibility of diverting underground overhead wires, with priority to St. Paul Street and the western end of Park Lane **(Fig 3)**.
6. Encourage the repair and resurface the carriageway of Park Lane.
7. Encourage, with grants if available, the restoration of traditional details to residential properties in the area in conjunction with enforcement of unauthorised works.
8. Encourage a community Street Audit to ascertain what superfluous signage, poles, lighting, clutter, barriers could be removed as advocated in PPG 15.
9. Encourage the highway authority to look at redesigning the cycle lane along Park Lane.



Fig 3 The diversion of service cables underground could have dramatic effect on the streetscape of St Paul Street.

Area 3 Upper New Road

A Character Area with diverse elements contributing to its overall feeling of dynamism. St Paul's Church and some fine villas on Upper New Road contrast with Hathaway retail park and the dominance of vehicular infrastructure.

Development Guidelines

1. Development of an appropriate scale and quality should be encouraged to increase the amount of active frontage on the western side of Old Road.
2. Encourage suitably scaled infill development to help reinforce the industrial character and intimate scale of Union Road. Opportunity should also be taken to provide rear servicing facilities for shops on New Road with any such development.
5. Any new development or redevelopment on New Road should seek to retain and enhance the distinct character of the street based on pavilion style buildings fronting the street with shallow pitched roofs and large eaves overhangs.
6. Consider the future of the Hathaway Retail Park site in the context of the Cocklebury Road Development Brief and use the opportunity this presents to seek a major redevelopment of the site to provide a more sustainable, attractive, active and human scale of urban form. Any redevelopment should aim to:
 - Provide a greater range and density of activities suitable to the urban context.
 - Provide more efficient, attractive and clear access to the railway station.
 - Reinstate active street frontages to Foundry Lane and Old Road, or provide a new street pattern of active frontages to enable a more efficient use of land.
 - Provide high quality shared parking provision with the railway station to encourage more efficient use by a wider range of users over a longer period of the day, thus minimising necessary land take.
 - Present a positive image of the town to those arriving from Malmesbury Road and Langley Road.
 - Enable a more flexible approach to be taken in achieving the land use aims contained in the Cocklebury Road development Brief.
 - Improve views to the south and the town centre, particularly of the Parish Church and the countryside beyond.
7. Any new development should seek to maintain, and where possible enhance, the vitality of the area, which is derived from its diverse, and numerous mixes of use.
8. Encourage the sensitive development of the car park and slip road between Park Lane and New Road, to include the single storey shops at 28a, 27b & 27c Park Lane. This to reintegrate the pub into the urban fabric of the area and reduce the dominance of the motor vehicle and create a more cohesive built form.
9. Encourage redevelopment of the frontage of No. 18 New Road to reduce its out of character form and replacement with a high quality and harmonious frontage in keeping with the general character of the street.

Enhancement Proposals

1. Investigate the possibility of diverting underground overhead wires along Malmesbury Road.
2. Encourage the highway authority to paint all existing poles, columns, railings etc, and to adopt as standard practice, the painting of all new installations in Conservation Areas.
3. Encourage the highway authority to replace all individually illuminated traffic signs with non illuminated reflective signs where regulations allow, obtaining relevant permissions if necessary from central Government.
4. Encourage the highway authority to rationalise the number of road signs, improve the consistency of information and renew damaged signs.
5. Encourage the highway authority to review the provision of street lighting with the aim of providing a consistency of column and lamp design of an appropriate scale, height and design for the surrounding townscape.
6. Investigate, in conjunction with the highway authority, the possibility of providing better pedestrian crossing facilities at the Little George junction and along New Road
7. Investigate the feasibility of returning New Road to two-way operation, in conjunction with a wider investigation of the town centre road network and any alterations required to the highway as part of any future redevelopment promoted as a result of the Cocklebury Road Development Brief.
8. Encourage the removal of trees in front of Nos. 32 and 45 New Road that are out of scale with the buildings and character of the street.
9. Investigate unauthorised alterations to buildings and take appropriate enforcement action as necessary. Particular attention should be given to advertising, shop-fronts, replacement windows and loss of boundary walls and railings.
10. Consider introducing new Article 4 Directions for residential properties along Malmesbury Road to protect against the loss of original features and encourage their restoration.
11. Offer grants, in conjunction with enforcement action if necessary, for the restoration of original features to properties. Priority should be given to reinstatement of original fenestration and boundary treatments, the removal of paint from stonework and the replacement of poor quality shop-fronts.
12. Investigate the possibilities for providing rear parking provision to the houses at Nos. 44-47 New Road in conjunction with the restoration of original boundary treatments.
13. Implement a scheme to replace the patchwork tarmac and concrete surfaces of the pavements on New Road with higher quality surfacing, and encourage shop owners to improve the appearance of private land in front of their shops.
14. Encourage a community Street Scene Audit to ascertain what superfluous signage, poles, lighting, clutter, barriers could be removed as advocated in PPG 15.

Area 4 Railway Station

A major gateway to the town that is currently badly served by the lack of cohesion between structures, spaces and materials.

Development Guidelines

1. Investigate the enhancement potential of areas with a negative impact on the potential redevelopment of the conservation area, notably:
 - The rear of the industrial units fronting Union Road
 - The Post Office sorting office car park
 - The tyre & exhaust repair garage at the corner of Station Hill & Monkton Hill
 - The small industrial buildings between Monkton Hill & the telephone exchange.
2. Any new development proposed should enhance the character of the conservation area based on design and materials guidance produced for the area.
3. Any new development in any other part of the character area should maintain or enhance the positive elements of the character of the conservation area.
4. The vista between the station building and the telephone exchange office should be maintained as an open public space, free of signage and parked cars.
5. Any new development or re-designed forecourt should maintain, and where possible improve, clear views to the station building and former drawing office.
6. Encourage the high quality two-part replacement of the footbridge. This will provide an acceptable standard of access for the disabled, prams and cyclists.
7. Encourage during redevelopment relocation or screening of the unsightly stored scaffolding that abuts the railway line and the entrance to Chippenham by rail.

Enhancement Proposals

1. Redesign and reorganise the station forecourt area to enhance the character of the conservation area with particular emphasis on the setting of historic buildings, the visual appearance of the area and the enclosure and coherence of the space. Proposals should also aim to provide a positive and attractive image of the town and to improve the quality of facilities for those using the station.
2. Produce design guidance for areas that have a negative impact on the conservation area, with particular reference to form, massing and scale and a guide for a more consistent palette of materials for new development in order to help strengthen the identity and character of the area.
3. Investigate the potential for grant aiding the restoration of the railings in front of the original technical school building.
4. Investigate the potential for works to street trees to improve views from the station to the original technical school building.
5. Investigate the potential for removing / replacing the conifers blocking views of St. Andrew's Church from the footbridge.
6. Encourage through grant aiding the restoration and re-use of the listed former coal yard building.
7. Investigate ways to reduce the visual impact of the rear clad walls of Hathaway Retail Park (**Fig 4**).
8. Investigate the potential for the planting of street trees to screen the monolithic frontage of the telephone exchange extension.
9. Consider interpretation displays on Chippenham station for passengers to read.



Existing situation at Chippenham Station car park north



Fig 4: Carefully considered planting within the sizeable car park on the north side of the railway station could be used to screen the large blank rear elevation of the Hathaway Retail Park.

Area 5 Malmesbury Road and Langley Road

Malmesbury Road is a focal route into the town, dominated by St. Paul's church and rush hour traffic. The character area contains the hidden gem of The Hamlet and quiet residential streets such as Tugela Road.

Development Guidelines

1. Any redevelopment within the Westinghouse site should not have a detrimental impact on the character of the adjacent Conservation Area.
2. Any redevelopment on the Westinghouse site that sees the area divided into multiple ownership or occupiers should seek to improve physical links with the surrounding area to reintegrate it back with the rest of the town.
3. Any redevelopment on the Westinghouse site should ensure that new buildings at the edge of the site are better related to the scale of surrounding buildings outside the site and that negative views into the site are improved.
4. Any redevelopment proposals should maintain the primarily residential character of the area and the prevailing densities of development in the streets in the character area.
5. Monitor unauthorised development and take enforcement action where necessary.
6. Encourage the restoration of original features and appearance of the terrace of cottages at Nos. 9-35 Malmesbury Road.

Enhancement Proposals

1. Investigate unauthorised development and take enforcement action where necessary.
2. Replace the entry treatment to The Hamlet onto Langley Road with one using a permanent design and more appropriate materials.
3. Investigate the possibility of removing the double-yellow lines from The Hamlet whilst retaining the parking restrictions.
4. Consider The Priory for listed building status.
5. Investigate grant aiding the reinstatement of the railings around the north and west boundaries of St. Paul's Church.
6. Encourage removal of the Cypress tree in front of St. Paul's Parish Hall and plant street or replacement trees of appropriate species along the side elevation of the hall to soften the impact of the large expanse of roof.
7. Grant aid the replacement of the low wall around the parish hall car park with a less harsh boundary treatment to provide better definition of the street frontage, screen vehicles and reduce the impact of the large tarmac area.
8. Consider enhancement scheme to tidy up the seating area outside Hawthorn House by relocating the junction box, renewing the litter bin and bench, and repainting the letter box (**Fig 5**).
9. Encourage, through grant aid, the removal of the paint from the frontage of the Oxford Hotel.

10. Implement a programme to underground overhead wires in conjunction with the appropriate utility company. Priority should be given first to The Hamlet, Hawthorn Road and Tugela Road, and secondly to Langley Road, Malmesbury Road and Greenway Lane.
11. Plant semi-mature trees at the entrance to the new housing adjacent to the veterinary surgery on Langley Road.
12. Introduce Article 4 Directions for houses in Hawthorn Road, Tugela Road and selected properties in Malmesbury Road in order to protect against the loss of original building details.
13. Encourage tree planting at Parklands to better screen the mass of the modern side wings, particularly along the boundary with John Coles Park.
14. Reintroduce boundary treatment at Parklands to give the listed building a more appropriate setting and reduce the rather informal and desolate appearance of the space in front of the building.
15. Investigate possible measures to reduce peak hour traffic congestion on Langley Road and Malmesbury Road.
16. Encourage, through grant aid, the reinstatement of traditional railings at Nos. 29 & 26-30 Langley Road.
17. Encourage the highway authority to introduce a common style of lighting column of appropriate scale and design for the area, and to combine the direction signs at St. Paul's Parish Hall and St. Paul's Church.
18. Encourage a community Street Audit to ascertain what superfluous signage, poles, lighting, clutter, barriers could be removed as advocated in PPG 15.
19. Explore the possibility of making Tugela Road, and possibly Ashfield and Hawthorn Roads exemplar home zone schemes.



Fig 5: Opportunities exist to tidy up and rationalise street furniture

Area 6 Bath Road and Ivy Lane

An area dominated by the heavily trafficked route of Ivy Lane and the gyratory which would benefit from greater inclusion to the town.

Development Guidelines

1. Any new development should take proper account of the archaeological potential of the area.
2. Any new development or street-works should not compromise the setting of, or cause likely damage to, the key individual trees identified in the character analysis.
3. Any redevelopment proposals for Ivy Lane Industrial Estate should include retention of the chimney, the trees fronting Ivy Lane and provide a strong built frontage addressing Ivy Lane.
4. New development in the character area that seeks to make better and more efficient use of under-used land should be encouraged.
5. New development and re-development which seeks to provide Ivy Lane with a proper built frontage, addressing the street and better integrating it into the urban environment should be encouraged.
6. Development proposals that replace the market sheds with a suitably scaled active frontage should be encouraged.
7. Produce a design brief for the Bath Road car-park and Bridge Centre gyratory area which aims to:
 - Open out culverted parts of Hardenhuish Brook and better integrate it into the townscape as a positive element of the urban environment.
 - Provide an active frontage of suitable scale to Bath Road in place of the former market sheds.
 - Re-design the gyratory road junction to significantly reduce the land take and improve facilities for pedestrians and cyclists.
 - Redevelop the Bridge Centre.
 - Provide a high quality built frontage to Ivy Lane that gives a positive image of the town.
 - Create a more urban street character to Ivy Lane by reducing suburban planting, street lighting and underused land and provide an active built frontage to the road where possible.
8. Development proposals that include demolition of the Bridge Centre and redesign of the gyratory to significantly reduce land take and reintegrate this important inner gateway site with the urban fabric of the town centre and create a suitable high quality landmark building, should be encouraged.

Enhancement Proposals

1. Remove overhead cables and relocate underground, particularly in the Foghamshire, Providence Terrace and Ivy Lane Industrial Estate areas.
2. Encourage the highway authority to replace tall, highway style lighting columns with units of a design and scale appropriate to the urban setting of the character area.
3. Introduce Article 4(2) Directions for residential properties in Foghamshire and Providence Terrace. Make grants available for the restoration of original features and cleaning of stonework.
4. Encourage stone cleaning of non-residential buildings on Foghamshire.
5. Investigate options for environmental improvements to Ivy Lane which seek to:
 - Mitigate the negative effects of the heavy traffic (**Figs 6 & 7**).
 - Create a more pedestrian and cycle friendly environment.
6. Encourage a community Street Audit to ascertain what superfluous signage, poles, lighting, clutter, barriers could be removed as advocated in PPG 15.



Fig 6: Heavy traffic on Ivy Lane



Fig 7: The several lanes of traffic which separate The Bridge Centre from the surrounding urban fabric.

Area 7 The Bridge and Lower New Road

A focal point of the town, the area is primarily retail in nature and is vibrant and diverse in its character.

Development Guidelines

1. Retain the variety of uses in the area, such that the viability and vitality that the area gains from this is maintained and, where possible, enhanced.
2. Any new development should take proper account of the archaeological potential of the area.
3. Where changes of use require planning consent, ensure, where possible, that inappropriate shop fronts are replaced with more appropriate designs that enhance the character of the conservation area.
4. Implement appropriate enforcement action on unauthorised alterations to building elevations, shop-fronts and advertising.
5. Applications for new or altered shop-fronts, advertising or alterations to the elevations of buildings should only be allowed where they maintain or enhance the character of the conservation area. Particular attention should be given to achieving significant enhancement where the prevailing situation is considered detrimental to the character of the conservation area.
6. Seek re-development of the corner site at Nos. 5 & 5a Lower New Road/No. 2 station Hill with a permanent building of form, height and massing more appropriate to its prominent location. Any proposal should seek to retain the existing shop front.
7. Encourage the occupation of upper storeys above shops.
8. Encourage infill of appropriate size, scale, materials, design, of the single storey shops to the west side of The Bridge.

Enhancement Proposals

1. Undertake a survey of unauthorised alterations to buildings, shop-fronts and advertisements and take appropriate enforcement action.
2. In conjunction with suitable enforcement action, offer grants for the replacement of inappropriate and/or unauthorised features to buildings and the restoration and/or replacement with features that are appropriate to the building and enhance the character of the conservation area.
3. Set up a shop-front grant scheme to encourage shops to replace inappropriate and out of character shop-fronts with ones of good quality, sensitive to the character of the building. This will enhance the quality of the environment and help make the area a more attractive place in which to shop. The following shops should be considered for grant aid:

The Bridge

- No. 5 (Oxfam)
- No. 7 (Estate Agent)
- No. 9 (Venue Oriental Fish Bar)
- No. 11 (Mad Jacks)
- No. 13 (Giant Party Shop) No. 15/17 (Bishops)
- No. 19 (Shoestrings & Akash)

Lower New Road

- No. 3 (Hair Co. & Consol)
- No. 4 (Apollo)
- No. 5 (Gemini (small frontage))
- No. 6 (Shoe Care)
- No. 9 (Chick'o'Land) **(Fig 8)**
- No. 54-55 (Dreams & Futon Studio)
- No. 56 (Colorama & Express Beds)
- No. 57-58 (Shamrock Linen Warehouse)
- No. 59 (Bambinos)
- No. 60 (Smart Alec)
- No. 63 (One 2 One)
- No. 64 (The Letting Shop)
- No. 65 (Attwell Martin)

4. Designate The Bridge and Lower New Road an area of Special Advertisement Control, in order to protect existing quality shop-fronts, encourage replacements to be of a higher quality, better control incremental and unauthorised advertising, and ensure new shop-fronts are not altered by new tenants in an unsympathetic manner. Also produce a comprehensive and detailed guidance leaflet for shop-front and advertisement design to aid the improvement of the quality of shop-fronts through the development control process.

5. Seek suitable sources of partnership funding and make appropriate bids for such funding to enable the implementation of repairs to buildings in the character area.

6. Encourage Network Rail to undertake appropriate repairs to the railway viaduct.

7. Implement a scheme to replace all tarmac pavements on Lower New Road with high quality flagstones.

8. Encourage the highway authority to implement a scheme of repair and complete resurfacing to the whole of the carriageway in Lower New Road.

9. Investigate options for reducing traffic volumes through the area, which are not detrimental to its diverse character, in order to improve the quality of the environment and reduce the perceived need for excessive advertising. Options should include the investigation of diverting more traffic to Ivy Lane and to the provision of a second access to the Monkton Park residential area.

10. Implement an enhancement scheme to landscape the space between the viaduct and No. 10a, to improve the setting of the viaduct and better screen the backs of buildings on Station Road.

11. Develop and implement a strategy for developing the bridge as a positive and active focal point and landmark in the town. This should include proposals for providing buildings and activities which address the bridge and river, providing better quality and more appropriate landscaping, and making the bridge a more pedestrian friendly place by improving the quality of the environment and reducing traffic. Proposals for reducing traffic should consider the feasibility of closing the northern access to Emery Gate car park.

14. Implement, in conjunction with the highway authority, the replacement of the standard highway lighting columns with lighting of a more appropriate height and design to the urban character of the conservation area. Consider mounting on buildings to reduce obstacles to pedestrian movement.

15. Encourage a community Street Audit to ascertain what superfluous signage, poles, lighting, clutter, barriers could be removed as advocated in PPG 15.

16. Improve the pedestrian environment by widening footpaths, creating safer crossing points, reducing corner radii etc.



Fig 8: Many shopfronts would benefit from a grant scheme for enhancements appropriate to the buildings on which they are.

Area 8 Station Hill and Monkton Hill

Monkton Hill is one of the oldest streets in the Conservation Area and was the original route into Monkton Park. Station Hill is a mixed use road developed as a formal approach to the station.

Development Guidelines

1. Any new development proposed in areas currently having a negative impact on the character of the conservation area should enhance its character and be based on design and materials guidance produced for the area.
2. Any new development should respect and conform to the topography of the area.
3. Ensure existing Article 4(1) Directions are adhered to in St. Mary's Place.
4. Encourage, through sensitive redevelopment when opportunity arises, the better enclosure of the space at the bottom end of Monkton Hill to screen parking areas and the backs of buildings and better define the street.
5. Encourage the restoration and refurbishment of the warehouse buildings at the top of St. Mary's Place for small business units or residential use.
6. Encourage, through sensitive re-development when opportunity arises, the replacement or enlargement of inappropriately small-scale buildings to reinforce the formal nature of Station Hill and strengthen its definition as a linear space and character as a gateway to the town.
7. Encourage the re-development of the tyre depot at the junction of Monkton Hill and Station Hill to provide a more appropriate building for this prominent gateway into the town.
8. Any future redevelopment of the post office site should seek to provide a clear line of site from the top of Station Hill to the railway station, restore the original entrance as the main entrance to the building and remove the porch, remove the 1960s extension and redevelop with a new building which would enhance the frontage of Station Hill, help provide a high quality setting for the railway station forecourt and a positive image of the town to those arriving by rail.
9. Encourage the occupation of upper storeys above shops.

Enhancement Proposals

1. Re-assess the effectiveness of Article 4(1) Directions in St. Mary's Place and take enforcement action where necessary.
2. Encourage the re-instatement of boundary railings at Nos. 2-8 Monkton Hill with grant aid if possible.
3. Encourage the highway authority to replace utilitarian lighting columns, either with designs more in keeping with the character of the conservation area, or by lights fixed to buildings. Particular priority should be given to removing the columns visible at the top of Station Hill.

4. Encourage the highway authority to repair worn out road surfaces as a matter of urgency, with particular priority to be given to Station Hill.
5. Replace tarmac pavement surfaces in Station Hill with flagstones to improve the image of the street as a gateway to the town and as part of the town centre retail area.
6. Encourage through grant aid the provision of permanent and well-defined boundary treatments to the rear of buildings facing the north side of St. Mary's Place.
7. Encourage the removal of overhead wires, with priority to those in St. Mary's Place.
8. Make grants available for the replacement of poor quality shop-fronts, particularly at Nos. 11 & 10-14 Station Hill.
9. Make grants available for the restoration of the frontage and roofscape of the former Palace Cinema and skating rink at Nos. 17-25 Station Hill, including the pedimented gables to the skating rink building.
10. Re-introduce an avenue of street trees along Station Hill to strengthen its formal character as an approach to the station and gateway to the town. (Fig.9)
11. Explore options for and the feasibility of providing a second vehicular access to the Monkton Park area of the town to relieve pressure on Station Hill and Cocklebury Road.
12. Encourage a community Street Audit to ascertain what superfluous signage, poles, lighting, clutter, barriers could be removed as advocated in PPG 15.



Fig 9 Station Hill, where blank areas of tarmac have replaced paving and a tree lined approach to the town centre

Area 9 Ivy Road and Lowden Hill

On the edge of the Conservation Area Ivy Road is a major route into the town that is dominated by traffic at peak hours. Lowden Hill was the original westward route from Chippenham until the creation of the turnpike.

Development Guidelines

1. New development in the character area that seeks to make better and more efficient use of under-used land should be encouraged.
2. Consider favourably development proposals for appropriate and sensitive redevelopment of the Ivy Lane Industrial Estate
3. Any redevelopment proposals for Ivy Lane Industrial Estate should include retention of the chimney, the trees fronting Ivy Lane and provide a strong built frontage addressing Ivy Lane, Ivy Road and facing the primary school.
4. Consider favourably development proposals which seek to rationalise and improve the character of buildings and facilities for Ivy Lane Primary School and enhance the area between the school, industrial estate and Ivy Lane Cottages.
5. Any proposals for new or altered garages on the south side of Ivy Road should not compromise the continuity of the frontage and the enclosure and strong frontage it provides to the street. Proposals should seek to strengthen this where it is weak and maintain the uniformity of materials.
6. Maintain the drystone walls lining Lowden Hill and, where possible, encourage narrower driveways and higher walls to strengthen the sense of enclosure.
7. Monitor unauthorised development, take enforcement action where necessary.
8. Any new development should be subservient to existing mature vegetation and not seek to dominate or undermine the positive contribution this makes to the character of the area.

Enhancement Proposals

1. Implement a scheme to underground overhead wires in conjunction with the highway authority and relevant utility company.
2. In conjunction with the above, implement the removal of street lighting from telephone poles and their replacement with suitably scaled and designed lighting columns as part of a general review of street lighting requirements in the area.
3. As part of a review of street lighting, implement the replacement of lighting columns whose appearance and scale is out of character with the area.
4. Investigate enhancement opportunities for the Ivy Lane Industrial Estate, Ivy Lane Primary School and the land in between.
5. In conjunction with Network Rail and the highway authority, implement a scheme to improve the quality of the environment in the vicinity of and approaches to the Railway Bridge on Lowden Hill. This could include provision of a separate pedestrian footpath, cleaning and repair of the bridge, renewal of road signs, enhancing the appearance of embankments and retaining walls and the improvement of street lighting.
6. Implement necessary repairs to the carriageway and footpath surfaces on Lowden Hill.

Area 10 Avenue La Fleche

This area is dominated by the river valley and the town centre by-pass and the interaction between the two. The area also contains Chippenhams' only grade 1 listed house the Ivy.

Development Guidelines

1. Any new development should take proper account of the archaeological potential of the area.
2. Maintain and protect the setting of The Ivy. Further new development adjacent to the grounds should not be permitted.
3. Encourage redevelopment of the suburban café building (Fizz Bar) with a building of more appropriate footprint, height and quality to better suit the urban context.
4. Encourage tree planting in the gardens of houses on the Paddocks and Englands estates to soften the view of the development from the river valley.
5. New development should enhance the potential for biodiversity in the riverside environment whilst also addressing that environment on a positive, and where appropriate, interactive manner.
6. Encourage the redevelopment of the Superdrug building with one of suitable scale and quality for its setting that addresses both the High Street and the river front path.
7. Investigate, in conjunction with the tenants, potential means of turning the unattractive rear elevations of the Borough Parade Shopping Centre into an attractive riverside frontage and gateway to the town centre.

Enhancement Proposals

1. Investigate, in conjunction with the highway authority, the feasibility of reducing the number of lighting columns along Avenue La Fleche.
2. Permanently remove scrub and self-seeded trees growing out of the water adjacent to the Fizz Bar and implement a landscape scheme for the short section of embankment adjacent to the Town Bridge.
3. Encourage the highway authority to paint the sides of the steel deck of the Town Bridge below its concrete plinth the same colour as the new railings to give the bridge a more coherent appearance and investigate the potential for cleaning and lighting the underside of the bridge.
4. Implement, in agreement with the landowners, tree planting schemes along the eastern boundary of the playing fields and the western side of Pewsham Way, to provide some screening to soften the visual impact of the housing on the river valley slopes.
5. Implement, in agreement with the landowners, a tree-planting scheme to soften the visual impact of the blocks of flats on the Charter Road estate facing the river valley.
6. Investigate the feasibility for reintroducing a watercourse on the west side of Avenue La Fleche to provide a more dynamic and relevant environment for its river valley location. This should include the existing remnant of Hardenhuish Brook.

7. In agreement with the highway authority implement a scheme to replace the dense screening vegetation along Avenue La Fleche with an avenue of trees to open up views from the road and across the river valley, enabling it to be perceived as a single environment and acknowledging the road as an integral element of the landscape.

8. Produce a management plan for the river valley environment, which seeks to enhance the wildlife, recreation and landscape potential of the area with the reintroduction of wetland habitats and plant species. This should include an assessment of means of removing the weir and sluice and replacing it with a more traditional form of weir. This should draw on work previously undertaken for the unsuccessful 'River Green' project and assess the whole length of the river environment subjected to the river works of the 1960s. Funding methods should also be investigated.

9. Implement a scheme, in association with relevant land owners, to construct a new alignment for the foot/cycle path on the east bank of the river between the town bridge and Gladstone Road bridge, to pass continuously along the river bank to the west side of the Porter Black's pub.

10. Encourage the highway authority to improve pedestrian crossing points on the southern arm of the Avenue La Fleche junction with Gladstone Road and cycle footpaths along the length of Avenue La Fleche between this junction and the Bridge Centre gyratory.

11. Implement, in conjunction with the highway authority, a tree-planting scheme to screen the new development at Cedar Grove.

12. Improve pedestrian crossing points, desire lines and pedestrian / cyclist environment at the Avenue La Fleche and Gladstone Road junction, reducing the dominance of the motor vehicle (**Fig 10**).



Fig 10: Spaces around Avenue La Fleche are dominated by vehicle provisions and barriers to pedestrians.

Area 11 Monkton Park

Historically the parkland associated with Monkton House this character area is now an important amenity area for the town.

Development Guidelines

1. Any new development should take proper account of the archaeological potential of the area.
2. Any new development should not compromise the views from the park of St. Andrew's Church and the associated roofscape and skyline of the buildings on St. Mary Street.
3. Maintain the vitality of the park through retention of the wide variety of recreational uses catering for a broad cross section of the community.
4. Consider the possibility of providing active frontages onto the park from Emery Gate and Wilkinsons to provide a stronger and more attractive link between the shopping centre and park. This could be achieved by providing riverside entrances to the shops and/or extending them into the park, or by developing single aspect residential accommodation facing the park. In any scheme, the possibility of reinstating the former by-pass stream should be investigated as a means of enhancing the park environment and creating a transition space between residential/shopping areas and the park. Consideration should also be given to the provision of an upper storey to Wilkinsons to provide better enclosure to the park and additional activities and uses for the town centre, particularly those that are active in the evening.

Enhancement Proposals

1. Produce a development strategy for the future of the park. This should address the following issues and provide direction and guidance for any future changes and the ongoing maintenance and management of the park:
 - The role of the park as a facility for the town
 - Its identity and how to establish and maintain it
 - The management of the park
 - The facilities and environment of the park and what these should beIt is recommended that the future of the park is based on a combination of its historical development and future needs and is based on the strengthening of the five 'character areas' which loosely exist at present. These are:
 - 'Island' Park (park in urban setting)
 - 'Formal' Park (east of Olympiad)
 - 'Landscape' Park (surrounding Monkton House)
 - 'Woodland' Park (Extended Baydon's Wood & new woodland)
 - 'Wetland' Park (re-instatement of former water meadows in flood plain)

2.Undertake a detailed tree survey and compile a management plan and future planting strategy as part of the overall development strategy. This should address the following issues:

- Maintenance regime, approach and methods for trees
- Replacement planting for dead or dying trees
- Appropriate tree species for park
- Removal and replacement of inappropriate species
- Removal of ivy growth
- New planting to enhance character of the park and provide screening

3.Undertake an ecological habitat survey and compile recommendations for enhancing existing habitat potential as part of the overall development strategy. Particular attention should be given to exploring the potential to reintroduce wetland habitats, both in the wider flood plain beyond the formal park and along the riverbanks in general.

4.As part of the overall development strategy, undertake a review of street furniture and lighting in the park and formulate proposals for maintenance and new and improved facilities. This should be based on a sensitive, comprehensive and co-ordinated provision of facilities to a common high quality design style. This should include the assessment of seating locations to ascertain their relocation to areas in the park that offer more impressive views rather than the seemingly ill thought out ad-hoc manner in which they currently exist.

5.Prepare and implement an enhancement scheme for the entrance into the park from the north side of the Town Bridge, as far as the Monkton Hill entrance. This should address in particular:

- The quality of surfacing and materials
- River bank quality and vegetation
- Access to, and visibility of the river
- The provision of high quality and appropriate street furniture
- Signage and entry treatment

6.Prepare and implement an enhancement scheme for the entrance into the park from the south side of the Town Bridge. This should address in particular:

- The quality of surfacing and materials
- Boundary treatment
- Screening of service areas
- Pedestrian and vehicular conflict
- The visual impact of parked vehicles
- The provision of high quality and appropriate street furniture
- Mess and nuisance caused by waterfowl

7.Investigate and implement enhancement possibilities for the rear elevations of Emery Gate Shopping Centre and Wilkinson's in conjunction with the operators and owners.

8.Investigate options, in conjunction with enhancements for Area 10, to make the river a more dynamic feature in the landscape. This should reconsider the potential for replacing the existing weir and sluice with two new weirs, as recommended in the 'River Green' project proposals.

9. Enhance the northward view from the open parkland to St. Paul's church by means of tree planting between the council offices, Olympiad, telephone exchange, college and by extending southward the existing vegetation to the east of the play areas.

10. Implement an enhancement scheme to re-unite Monkton House with its parkland setting, without compromising the privacy of residents. This should include:

- Relocation of the crazy golf course to a more appropriate site near the Olympiad and removal of its infrastructure and inappropriate planting, including the attendant's building
- Removal of fencing to the north and south boundaries of the pitch & putt golf course
- Selective removal of self seeded trees and scrub blocking views of the house from the footbridge to St. Mary Street
- Replacement of the conifers to the north-west of the house with a hedge of appropriate species, thus retaining privacy and allowing views of the house

11. Implement a tree-planting scheme to screen views of new housing on the Monkton Park estate.

12. Implement tree and hedgerow planting to screen the rear elevations and varied boundary treatments of properties on Sadlers Mead backing on to the open parkland.

13. Investigate the potential for new woodland planting between Baydons Wood and the sailing club and beyond to screen views of housing and provide a new recreational resource for the town.

14. Investigate the potential for the extension of Baydons Wood up to Baydons Lane and on existing overgrown gardens adjacent to the river.

15. Prepare and implement an enhancement scheme for the remains of the former by-pass stream and the area to its south east to Emery Lane. This should include:

- Tidying up the stream by removing litter and debris and introducing appropriate wetland planting
- Improving lighting along the path
- Improving visibility to the park and surveillance by selective thinning of vegetation and removal of ivy growth
- Removal of untidy undergrowth and tree cuttings and replacement with appropriate grasses and wild flowers
- Provision of a new footbridge across the river to the open park to provide new route options, improve safety perception, better link the north of the town centre with the park and allow the National Cycle Route to pass continuously through the park

16. Implement a scheme to improve the appearance of the embankment on the north side of the council office car park. This should include:

- Additional tree planting on the upper slope
- Removal and replacement of inappropriate conifers
- Removal of ivy growth from existing trees
- Removal and replacement of unattractive scrub ground cover
- Planting of shrubs on the lower slope

17. Address drainage problems in the open grassland of the island park to remove undulations in the ground level and water run-off from paths

18. In conjunction with the operator, enhance the environment around the environs of the Olympiad. Improvements should include:

- i. The removal or replacement with unobtrusive designs of unsightly drain covers
- ii. Rationalisation of street furniture such as bins, benches, bollards and lighting in accordance with approved development strategy (**Fig 11**).
- iii. Control of unauthorised parking and reinstatement of grassed areas
- iv. Removal of large rusting container
- v. A more prominent and attractive riverside entrance to the Olympiad
- vi. Investigate the potential for relocation of the extractor unit on the east elevation of the building
- vii. Better use of the terraces to the café and pool including considering access direct from the park
- viii. Investigate the potential for opening up the arches to the south elevation of the Olympiad for ancillary uses such as café, cycle hire, shop etc to provide activity and reduce the blandness of the elevation
- ix. Reconstruct the poor quality path from the corner of the Olympiad to the footbridge, considering a more direct alignment
- x. Remove the dog-leg and concrete barrier at the top of the steps on the west side of the Olympiad and reconstruct the steps to the car park to a standard, user friendly design
- xi. Provide tree planting of semi-mature trees between the Olympiad and council offices to soften the impact and presence of the buildings and break up their bulk when viewed from the open parkland
- xii. Replace the ground cover and shrubs between the Olympiad and the car park with semi-mature trees to improve surveillance and break up the bulk of the Olympiad and telephone exchange when viewed from the open parkland
- xiii. Realign the eastern end of the footpath passing under the Olympiad main entrance onto a straight and more gently sloping alignment to improve views, legibility, surveillance and reinstate the historic alignment of the former approach drive
- xiv. Redesign the car park layout in front for the main entrance to provide a wider, more attractive and welcoming environment and a dedicated drop-off and waiting lay-by
- xv. Improve surfacing and marking in the car park, screening of the telephone exchange yard and introduce some tree planting. Remove unsightly and poorly located recycling bins from the car park entrance

19. Prepare and implement an enhancement scheme to provide a proper welcoming entrance to the park from Sadlers Mead car park, leading to a new formal landscaped part of the park adjacent to the Olympiad. This should include existing and new play and recreational facilities identified by the development strategy and the relocated crazy golf course. Specific works could include:

- Relocation of coach parking to a more suitable site
- Closing the south entrance to the car park to provide a dedicated approach road to a formal park entrance, with the potential for park gates and formal planting

- Integration of access road into new landscaped area
- Relocation of sub-station
- Removal of all signage and bollards to a minimum, using only new designs approved by the development strategy
- Tree screening to/for No. 2 Sadlers Mead
- Tree planting along north side of realigned footpath (see 18. xi. above) to enclose entrance and screen college buildings from northward views from open park
- Removal of former skateboard park, play areas and various concrete surfaces and paths with a formally laid out and landscaped space incorporating gardens, play areas and relocated crazy golf course



Fig11: This photomontage shows that by moving this seat to the left one of the most impressive views from the park of St Andrew's church and the properties along St Marys Street comes into view. The park's full potential for stunning views should be realised.

Area 12 High Street and Emery Gate

The commercial retail centre of the town is also the most vibrant and contains many fine buildings.

Development Guidelines

1. Any new development should not be detrimental to the views identified in the character analysis.
2. New development should seek, where possible, to eliminate or reduce the effect of, the negative views identified in the character analysis.
3. Any new development should take proper account of the archaeological potential of the area.
4. Consider favourably proposals to enclose the gap on Bath Road between the Citadel and Oxfam with a suitably scaled high quality building.
5. Consider favourably proposals for additional leisure and residential uses in the character area to improve evening activity and surveillance, particularly those that utilise currently under used upper floors of shops. Such proposals should not undermine the retail character and viability of the town centre.
6. Any proposals for new shop-fronts should maintain separate accesses to upper floors where they exist and provide new ones where they currently do not.
7. Any proposals for the enclosure or glazing of the Emery Gate Shopping Centre entrance frontage should be resisted and the provision of a better quality entrance sign encouraged.
8. Consider favourably proposals for the restoration of the shop-front at Nos.22-23 and re-use as a single shop unit.
9. Consider favourably any proposal to recess the shop sign in the archway at No. 2 High Street.
10. Consider favourably proposals for replacement shop-fronts and façade enhancements that better respect the character of the buildings of which they form a part.
11. Encourage the reinstatement of the colonnade to the former Co-op building.
12. Investigate the potential for enhancements in any redevelopment of the Woolworths building that would see a better quality frontage and provision of additional upper storey in conjunction with provision of more active uses on the upper floors that require active use of the windows.
13. Pursue, in conjunction with the owners, options for the demolition of No. 1 High Street (Superdrug) and its replacement with a high quality building of more suitable height for its prominent location, and which addresses both the High Street and river frontage and removes the vacant space to the side of the current building.

Enhancement Proposals

1. Set up a shop-front grant scheme to encourage shops to replace inappropriate and out of character shop-fronts with ones of good quality, sensitive to the character of the building. This will enhance the quality of the environment and help make the High Street a more attractive place in which to shop. The following shops should be considered for grant aid:

- No. 3
- No. 4
- Nos. 10/11 borough Parade
- No. 6
- Nos. 8/9
- No. 12
- Nos. 13/14
- No. 17
- No. 18
- No. 19
- No. 20
- No. 21
- No. 22
- No. 23

2. Designate the High Street an area of Special Advertisement Control, in order to protect existing quality shop-fronts, encourage replacements to be of a higher quality, better control incremental and unauthorised advertising, and ensure grant aided shop-fronts are not altered by new tenants in an unsympathetic manner.

3. In conjunction with the above, take enforcement action against unauthorised advertisements, such as free standing 'A' boards on the pavement.

4. Investigate the potential for a design brief for the Emery Lane area, including the potential for retail expansion, the rationalisation of servicing, parking and access requirements and the relocation of the Masonic Hall.

5. Implement enhancement scheme for River Street to extend high quality paving into these areas.

6. Progress, through grant-aid, in conjunction with the owners a restoration and enhancement scheme for the listed No. 20 that includes the provision of a suitably scaled high quality shop-frontage to the High Street.

7. Pursue, in conjunction with the owners, grant aided enhancements to the High Street frontage and shop-fronts at No. 4, units 10/11 of the Borough Parade Shopping Centre and the archway entrance to the shopping centre.

8. Implement an enhancement scheme to reduce the clutter of highway infrastructure and street furniture at the western and eastern entrance to the High Street and investigate methods of reducing pedestrian/vehicular conflict, including the potential relocation of disabled parking.

9. Implement an enhancement scheme and encourage the highway authority, in conjunction with the Town Council, to remove the steps and ramp outside the Town Hall and replace them with a ramp located inside the former loggia area.

10. Invest in gum removal equipment and undertake a programme of regular gum removal from paving in the town centre. Investigate the potential for, and implications of, banning chewing gum in the town centre. Borough Parade is privately cared for and operates a stricter cleaning policy.

Area 13 Gladstone Road, Borough Parade and Wood Lane

This area has altered greatly in the last 50 years and needs better integration with the main parts of the Conservation Area.

Development Guidelines

1. Any new development should not be detrimental to the positive views identified in the character analysis.
2. New development should seek, where possible, to eliminate or reduce the effect of, the negative views identified in the character analysis.
3. Implement appropriate enforcement action on unauthorised alterations to building elevations, shop-fronts and advertising.
4. Retain, enhance and intensify the variety of uses in the area, in order to help enhance the character of the area.
5. Any new development on or accessed directly from Gladstone Road should consist of building frontages of appropriate scale and urban character which address the street and have entrances and windows facing directly onto the street.
6. Any new development should take proper account of the archaeological potential of the area.
7. Any new development should respect and conform to the topography of the area.
8. Consider favourably development proposals for the rear of the Bear Hotel which improve the enclosure of the street, the setting of St. Andrew's Church tower and steeple and are of suitable architectural quality and design.
9. Consider favourably redevelopment proposals for the public toilet block that are for buildings of high quality which better enclose the space of Timber street and include active uses facing the street appropriate to the town centre location.
10. Consider favourably development proposals for the gap in the frontage between the library and former cinema that proposed suitably scaled buildings of high quality that better enclose the space of Timber Street and remove unattractive views of the rear elevations of nearby buildings.
11. Any re-use or redevelopment of the former cinema should include restoration and retention of the front section of the building.
12. Consider favourably suitably scaled infill development between Nos. 19 and 20 Gladstone Road and to the frontage of the Gladstone Liberal Club.
13. Consider favourably any future proposals for expansion of the Angel Hotel that provides suitably scaled buildings fronting Gladstone Road.

14. Any proposals for redevelopment of the former cinema should include development that provides an active frontage to Gladstone Road and a focal point for any future access road into the Flowers Yard site.
15. Consider favourably any future proposal to redevelop the bungalow at No. 36 Gladstone Road with a building of more appropriate scale and urban character.
16. Any proposals in the character area should not prejudice the future development of the Flowers Yard site as detailed in the Flowers Yard and Riverside Development Brief.
17. Encourage applications for the conversion of the former infants' school to residential use rather than seeking its demolition.
18. Encourage the extension of River Street into Borough Parade car park to enclose the rear of properties, add active frontage and create a circuitous route through the shopping area.

Enhancement Proposals

1. Reduce and rationalise highway infrastructure in the vicinity of the bus station and the pedestrian crossing on Gladstone Road.
2. Reduce the carriageway width on Timber Street and at the junction with Gladstone Road and introduce tree planting on wider pavements to soften the impact of the buildings and emphasise the focal buildings at either end of the street.
3. Investigate measures to reduce the negative impact of service yards and rear elevations to Borough Parade Shopping Centre and improve the relationship between the riverfront and Borough Parade shopping centre.
4. Redesign the layout of Borough Parade car park.
5. Encourage, through grant aid, the removal of paint from the façade of Nos. 19-21 Timber Street.
6. Investigate the potential for the Gladstone Road corridor to contribute to the future development of the town centre. This should form part of a review of the future needs of the town centre and ideally be linked to the production of the new Local Plan or its equivalent policy document. Key aims should be to:

Enhance the character of Gladstone Road.
 Provide an attractive gateway to the town centre for visitors.
 Provide a physical link with the future needs of the town centre and the redevelopment of the Flowers Yard area.
7. Implement an enhancement scheme to repair the walls to the former primary school and raised footway and replace the damaged and out of character railings to the raised footway.
8. Investigate measures to enhance the former burial ground gardens on Wood Lane.
9. Investigate the possibility for restoring the store and former hall on Wood Lane and re-using it for a community use.
10. Undertake an assessment of the enhancement potential of the southern end of Wood Lane to complement the Flowers Yard and Riverside Development Brief. This should include the police station, car park, backland area, Vauxhall garage and the remaining east side of the lane. The aim should be to identify a co-ordinated approach to enhancement that provides a more suitable urban scale and density of built form for the area.

Area 14 Market Place

The Market place is the historic core of the town and contains some of Chippenhams' highest quality buildings.

Development Guidelines

1. Any new development should not be detrimental to the positive views identified in the character analysis.
2. New development should seek, where possible, to eliminate or reduce the effect of, the negative views identified in the character analysis.
3. Any new development should take proper account of the archaeological potential of the area.
4. Any proposals for new shop-fronts should maintain separate access to upper floors where they exist and provide new ones where they currently do not.
5. Consider favourably proposals for replacement shop-fronts and façade enhancements that better respect character of the buildings of which they form part.
6. Monitor the range of retail uses in the Market Place to ensure no one use or type of use comes to unduly dominate, define or alter the character of the space. Where possible, more shops (A1) and restaurants (A3 (not take-away or fast food)) should be encouraged.
7. Consider favourably proposals for better use of upper floors of buildings, particularly for residential use as advocated in 'Living Over the Shop' scheme (LOTS).
8. Consider favourably proposals for the replacement of modern buildings of poor quality that are out of character with their settings and their replacement with more suitably designed buildings.
9. Encourage improvements to buildings that suffer particularly from unsympathetic alterations, notably Nos. 44-45 (Iceland), No. 27 (Star Fish & Burger), No. 26 (New World) and No. 25 (Stator & Coates).

Enhancement Proposals

1. Following the successful enhancement of the Buttercross area, implement enhancement schemes for the remainder of the spaces that form the Market Place.
2. Investigate, as part of future enhancement schemes, the potential for relocating the taxi rank away from the market area. Consideration should be given to the possibility of integrating it into the bus station.
3. Any enhancement scheme for the bus station area should include demolition of the existing toilets/waiting room building and its replacement with a high quality building of suitable scale and appearance. This should act as a positive focal point when viewed from the Buttercross and provide a positive image for the bus station.
4. Any enhancement scheme for the bus station area should seek the creation of a well defined public space in front of the bus station by the pedestrianisation of Lords Lane and the reorganisation of the access to the bus station to relocate the current exit route.

5. Any enhancement scheme for the post office area should seek the removal of the roundabout, narrowing of the vehicular entrance to the High Street, removal and rationalisation of highway infrastructure and removal of level changes to the carriageway. In addition improvements to the quality of surface materials and the widening of the footpaths to improve the environment and reinforce the identity as an urban space would lead to an enhancement to the setting of the Yelde Hall. This would also contribute towards integrating the area as a whole.

6. In addition to the above investigate and analyse the setting of the Yelde Hall. In particular the alleys to the rear of the Shambles and associated rear elevations. Look to improve the setting of the Yelde Hall by improving the current condition of materials, state of repair and maintenance of surroundings.

7. Any enhancement scheme for the war memorial area should seek to reduce the negative impact of vehicles, move parking away from building frontages where possible, rationalise highway infrastructure, improve the setting of the war memorial, improve the setting of the Rose & Crown pub and improve the quality of the approach to the church in addition to improvements to the quality of surface materials.

8. Investigate unauthorised alterations to building frontages, including shop-fronts and fascias, and take enforcement action where necessary.

9. Investigate funding possibility for a shop-front grant scheme to encourage shops to replace inappropriate and out of character shop-fronts with ones of good quality, sensitive to the character of the building. This will enhance the quality of the environment and help make the Market Place a more attractive place in which to shop. The following shops should be considered for grant aid:

No. 53 (DAC)

No. 51-2 (Bristol & West)

No. 50 (Portman)

No. 49 (Halifax)

No. 55 (X Computer Specialists)

No. 1 (Burton)

No. 23 (Pizza Express)

No. 40 (former Prontaprint)

No. 28-29 (One Stop)

No. 27 (Star Fish & Burger Bar)

No. 25 (Stator & Coates)

No. 47 (former Silburys)

No. 46 (Jeary & Lewis)

No. 44-45 (Iceland)

No. 59 (Connells)

No. 58 (Westaff)

No. 57 (Hulbert & Richardson)

No. 56 (Eye Care Centres)

No. 13 (AS Personnel)

No. 5 (Britannia)

Nos. 3-4 (former tea room & Detour)

No. 69-70 (British Red Cross Shop)

No. 67 (Done)

No. 66 (Barclays)

No. 65 (Coral)

No. 64 (Taylors)

10. Designate the Market Place an area of Special Advertisement Control, in order to protect existing quality shop-fronts, encourage replacements to be of a higher quality, better control incremental and unauthorised advertising, and ensure grant funded shop-fronts are not altered by new tenants in an unsympathetic manner.
11. In conjunction with the above, take enforcement action against unauthorised advertisements, including free standing 'A' boards on the pavement.
12. Encourage the HSBC Bank to relocate its cash machine and safe to enable the restoration of the window openings to their original appearance.
13. Encourage a community Street Audit to ascertain what superfluous signage, poles, lighting, clutter, barriers could be removed.
14. Encourage the highway authority to the above look at, wherever possible, combining lighting columns & incorporating them on building facades and/or with other intrusive vertical elements in the streetscape.
15. Look at, wherever possible, undergrounding overhead wires to reduce visual clutter, physical obstructions and improve views.

Area 15 St Mary Street and The Butts

St. Mary Street is one of the oldest and most attractive streets in the Conservation Area and is also archaeologically important.

Development Guidelines

1. Any new development should not be detrimental to the positive views identified in the character analysis.
2. New development should seek, where possible, to eliminate or reduce the effect of, the negative views identified in the character analysis.
3. Any new development should take proper account of the archaeological potential of the area.
4. Consider favourably any development proposals that would improve the poor quality townscape at either end of The Butts.
5. Consider favourably any development proposals that would better enclosed and defined junction between St. Mary Street and Emery Lane, particularly adjacent to No. 61, that would see the replacement of the car park to the side and extension to the rear.
6. Consider favourably any development proposals that would see the replacement of Riverhouse with a development that is appropriate to the area rather than detrimental to it.

Enhancement Proposals

1. Encourage residents to plant trees in the front gardens of Nos. 45-48 The Butts and Nos. 2-6 Baydons Lane.
2. Implement an enhancement scheme to underground overhead wires in the character area.
3. Encourage through grant aid the reinstatement of railings to the front of No. 3 St. Mary Street.
4. Encourage through grant aid the removal of paint from the ground floor of No. 12a and door surround of No. 11 St. Mary Street, and from the elevation to No. 24 Common Slip.
5. Encourage the reinstatement of original features to Nos. 5-10 St. Mary Street using grant aid if possible.
6. Implement an enhancement scheme to replace the unsightly concrete area with a more suitable and attractive entrance to the auction rooms.
7. Encourage the highway authority to replace the poor quality repointing of the steps to the churchyard with pointing of an appropriate type and quality of mortar.

8. Implement an enhancement scheme to improve the appearance of the buildings facing the west side of the churchyard, particularly the rear of No. 28-9 Market Place, and to improve the attractiveness of the alleyway to the Market Place.
9. Implement an enhancement scheme to encourage greater use of the area around the avenue of Limes in the churchyard by improving lighting, surveillance and provision of seating.
10. Encourage improvements to the front garden of No. 15 St. Mary Street, particularly the extensive pruning of the yew trees to improve views of the façade.
11. Encourage the restoration of the hedgerow along the east side of Baydon's Lane.
12. Implement, in conjunction with the highway authority, enhancements to replace signage in poor condition, remove unnecessary parking restriction signs and to replace standard double yellow lines with pale coloured narrow gauge lines.
13. Implement, in conjunction with the highway authority, an enhancement scheme to replace pavement surfacing with appropriate high quality stone paving along St. Mary Street to provide a suitable high quality setting for the buildings fronting the street.
14. Encourage, through grant aid, the reinstatement of full wall height and gates to No. 15 St. Mary Street.
15. Replace, and remove where possible, the unattractive railings and barriers along the path to the river bridge from St. Mary Street.
16. Encourage the replacement of the suburban timber fencing along the path adjacent to No. 45 St. Mary Street with a more appropriate boundary treatment.
17. Investigate unauthorised works to historic buildings and take enforcement action where necessary.
18. Encourage a community Street Audit to ascertain what superfluous signage, poles, lighting, clutter, barriers could be removed as advocated in PPG 15.
19. Encourage the owners with the aid of grants, to restore original features and improve the appearance of the foreground to Nos.10 & 11 Ladds Lane

Area 16 Flowers Yard

Flowers Yard is currently subject to major redevelopment.

Development Guidelines

1. Any new development should not be detrimental to the positive views identified in the character analysis.
2. New development should seek, where possible, to eliminate or reduce the effect of, the negative views identified in the character analysis.
3. Any new development should take proper account of the archaeological potential of the area.
4. Any new development should respect and conform to the topography of the area.
5. Any redevelopment proposals in the area should be in accordance with the recommendations contained in the Flowers Yard & Riverside Development Brief.
6. Redevelopment proposals on Westmead Lane should consider the potential retention of the more attractive, stone-faced industrial buildings forming part of the Hygrade factory.
7. Any redevelopment facing the river should retain the best tree specimens and create a public riverside walk and park, a minimum of 8m wide. New buildings should provide a positive and meaningful image of the town at this important gateway location.
8. Any redevelopment should retain Bulls Hill on its existing, historic alignment and retain as much of its character as possible by not subsuming it into the footpath of a new road or part of a shared cycle/foot path.
9. Any redevelopment of the waterworks site should consider retention of the pumping station building if it is no longer required for operational purposes.

Enhancement Proposals

1. Improve the quality of the environment of Bulls Hill, particularly boundaries, lighting and visibility.
2. Improve public accessibility to the area.

Note:

Ongoing development of the Flowers Yard site during production of this statement may result in some of the above recommendations becoming out of date as redevelopment progresses.

Area 17 The Causeway

Part of Mauds Heath Causeway, this was historically the main northern route into the town and this is reflected in the number of listed buildings lining the route.

Development Guidelines

1. Any new development should take proper account of the archaeological potential of the area.
2. Consider favourably proposals for replacement shop-fronts and façade enhancements that better respect the character of the buildings of which they form a part.
3. Consider favourably any proposal for the replacement of No. 52 (Edward & Allen) with a building of more suitable scale and quality for its setting.
4. Opportunity should be taken to strengthen the building line where it has been diluted in the past and any traffic management measures should not undermine the perception of the street as a linear space.
5. Any future traffic management proposals for the street should include general maintenance such as surfacing and line markings.
6. Consider favourably any proposals for the redevelopment of the Kwik Fit and Vauxhall garage sites that would provide a strong built frontage and strengthen the enclosure and urban character of the street with buildings of appropriate scale and quality.
7. Consider favourably the repair and restoration of upper floors for residential use.

Enhancement Proposals

1. Introduce a grant aided enhancement programme for the repair and restoration of historic (listed and non-listed) buildings on The Causeway, concentrating on the reinstatement of original features, improvement or removal of shop-fronts and for the repair and restoration of upper floors for residential use, either to continue an existing residential use or provide new accommodation.

The following buildings should be considered (* = listed):

- No. 51 (Taj Mahal)
- No. 50 (Cut n Curl)
- No. 49 (vacant house)
- No. 46 (Cellar Gallery)
- No. 45 (house)
- No. 44 (house)
- No. 41 (house)*
- No. 39 (house)

No. 36 (Collectors Corner)*
 No. 35 (house)
 No. 34 (house)
 No. 33 (house)*
 No. 32 (John Iles & Son)*
 No. 30 (vacant shop)*
 No. 29 (house)*
 No. 26 (house)
 No. 25 (house)
 No. 21 (flats)*
 No. 21a (flats)
 No. 18 (The Three Crowns pub)*
 Nos. 2-12 London Road (houses)*
 No. 15 (house)
 No. 14 (house)
 No. 12 (offices)
 No. 5 (Nail Tips)*
 No. 4 Causeway Health Foods)*
 No. 3 (Fabrics Galore)*
 No. 2 (This and That)

2. Encourage the maintenance of the frontage of No. 43 and the former Methodist Church, including grant aid for the reinstatement of railings and gates, and investigate the possibility of relocating the lighting column away from the front of the building.
3. Implement, in conjunction with the owners, an enhancement scheme for the space in front of the former Wesleyan Methodist Chapel to better define the space, reinstate gates and railings, improve surfacing and remove clutter.
4. Encourage the owners of No. 25 to improve the quality of the space in front of their property. Any enhancement scheme for improving the quality of surfacing to the pavements on The Causeway should include proposals to provide a suitably designed boundary treatment to better define the space.
5. Implement an enhancement scheme to improve the quality of pavement and carriageway surfacing in the street. This should include widening of pavements where possible and provision of pedestrian crossing places (formal or informal) in conjunction with the current street parking arrangements. This should also include replacing standard double yellow lines with narrower, lighter markings and replacement of standard lighting columns with ones of a scale and design more suited to the character of the street. Any scheme should consider other traffic management measures that may be deemed necessary and should be designed so as not to dilute the character of the street as a linear space and historic route into the town centre.
6. In conjunction with the relevant utility company, implement the removal of the two remaining telephone poles and underground the associated wiring.
7. Investigate unauthorised alterations to commercial and historic buildings and take enforcement action as necessary.
8. Implement, in conjunction with the owners, an enhancement scheme to reinstate the front garden and ground floor elevation of No. 12 the Causeway.

Area 18 London Road

This character area has seen incremental development along with the retention of many of the character areas listed buildings resulting in a sometimes haphazard standard of townscape quality.

Development Guidelines

1. Maintain the linear nature and proportions of the street that reflects its historic character as an historic main route into the town.
2. Monitor unauthorised development and take enforcement action where necessary.
3. Consider favourably development proposals for appropriate and sensitive redevelopment of the Vauxhall garage and Kwik-Fit sites.
4. Seek appropriate and sensitive redevelopment of the surrounding derelict land to No.9 London Road whilst investigating the potential for re-designing the junction with Avenue La Fleche to reduce land take and provide an opportunity for new development to strengthen the enclosure of the street.

Enhancement Proposals

1. Implement a scheme to underground overhead wires in conjunction with the relevant utility company.
2. In conjunction with the highway authority, undertake a review of traffic signs and undertake their repair and rationalisation as necessary.
3. Seek grant aided funding for the repair and restoration of the listed No. 9 London Road as a matter of urgency.
4. Implement tree planting schemes along Larkham Rise and in front of new housing fronting Monkton Park.
5. Take enforcement action against unauthorised alterations to listed buildings.
6. Encourage the removal of the Lleylandii in front of Nos. 47-49 and the reinstatement of railings on the boundary wall.

SUMMARY OF DEVELOPMENT GUIDELINES

	Character area 1: Marshfield Road	Character area 2: Park Lane	Character area 3: Upper New Road	Character area 4: Railway Station	Character area 5: Malmesbury & Langley Rd	Character area 6: Bath Road & Ivy Lane	Character area 7: The Bridge & Lwr New Rd	Character area 8: Station & Monkton Hill	Character area 9: Ivy Road & Lowden Hill	Character area 10: Avenue La Fleche	Character area 11: Monkton Park	Character area 12: High Street & Emery Gate	Character area 13: Gladstone Road, Borough Parade & Wood Lane	Character area 14: Market Place	Character area 15: St Mary & The Butts	Character area 16: Flowers Yard	Character area 17: The Causeway	Character area 18: London Road
Monitor and enforce on inappropriate alterations to maintain and enhance the historic and architectural character of the area	*	*			*		*	*	*				*					*
Any new development should not be detrimental to the positive views identified in the character analysis	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
New development should seek, where possible, to eliminate or reduce the effect of the negative views identified in the character analysis	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Redevelopment opportunity exists for a suitable scale, form and quality fit for the area and respectful to the character of the area	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Opportunity for quality infill development respectful of the character of the area and of suitable scale and quality	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Encourage the provision of a stronger and more positive built frontage and where applicable stronger and more appropriate boundary treatment	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
Ensure adequate and consistent advice is given to applicants who wish to restore original details to their properties		*																
Retain the variety of uses in the area, such that the viability and vitality that the area gains from this is maintained and, where possible, enhanced.			*	*			*					*	*	*				
Consider favourably proposals for replacement frontages and façade enhancements that better respect the character of the buildings of which they form a part.			*				*					*	*	*			*	
Encourage the occupation of upper storeys above shops as per the living over the shop (LOTS) scheme							*	*				*	*				*	
Any new development proposed should enhance the character of the conservation area based on design and materials guidance produced for the area.				*				*										
The vista between the station building and the telephone exchange office should be maintained as an open public space, free of signage and parked cars				*														
Encourage the high quality two-part replacement of the footbridge. This will provide an acceptable standard of access for the disabled, prams and cyclists				*														

SUMMARY OF DEVELOPMENT GUIDELINES

	Character area 1: Marshfield Road	Character area 2: Park Lane	Character area 3: Upper New Road	Character area 4: Railway Station	Character area 5: Malmesbury & Langley Rd	Character area 6: Bath Road & Ivy Lane	Character area 7: The Bridge & Lwr New Rd	Character area 8: Station & Monkton Hill	Character area 9: Ivy Road & Lowden Hill	Character area 10: Avenue La Fleche	Character area 11: Monkton Park	Character area 12: High Street & Emery Gate	Character area 13: Gladstone Road, Borough Parade & Wood Lane	Character area 14: Market Place	Character area 15: St Mary & The Butts	Character area 16: Flowers Yard	Character area 17: The Causeway	Character area 18: London Road
Encourage during redevelopment the relocation or screening of the unsightly stored scaffolding that abuts the railway line and the entrance to Chippenham by rail				*														
Any redevelopment should not have a detrimental impact on the character of the adjacent Conservation Area					*													
Seek to improve physical links with the surrounding area to reintegrate with the rest of the town					*													
New buildings are better related to the scale of surrounding buildings outside the site					*													
Any redevelopment proposals should maintain the primarily residential character of the area and the prevailing densities of development in the streets in the character area					*													
Encourage restoration of original features					*				*			*						
Any new development or street-works should not compromise the setting of, or cause likely damage to, the key individual trees identified in the character analysis						*												
Any redevelopment proposals should retain key features defined in the conservation area statement						*										*		
Produce a design brief, and adopt as Supplementary Planning Guidance					*													
Any new development should respect and conform to the topography of the area							*						*			*		
Maintain the boundary walls and, where possible, encourage narrower driveways and higher walls to strengthen the sense of enclosure									*									
New development to be resisted to protect features outlined in conservation area statement										*		*						
Encourage tree planting										*								
New development should enhance the potential for biodiversity										*								
Maintain the vitality of the park through retention of the wide variety of recreational uses catering for a broad cross section of the community.											*							
Reinstatement of the former by-pass stream should be investigated										*								

SUMMARY OF DEVELOPMENT GUIDELINES

	Character area 1: Marshfield Road	Character area 2: Park Lane	Character area 3: Upper New Road	Character area 4: Railway Station	Character area 5: Malmesbury & Langley Rd	Character area 6: Bath Road & Ivy Lane	Character area 7: The Bridge & Lwr New Rd	Character area 8: Station & Monkton Hill	Character area 9: Ivy Road & Lowden Hill	Character area 10: Avenue La Fieche	Character area 11: Monkton Park	Character area 12: High Street & Emery Gate	Character area 13: Gladstone Road, Borough Parade & Wood Lane	Character area 14: Market Place	Character area 15: St Mary & The Butts	Character area 16: Flowers Yard	Character area 17: The Causeway	Character area 18: London Road
Any re-use or redevelopment of the former cinema should include restoration and retention of the front section of the building.												*						
Encourage conversion rather than demolition.												*			*			
Monitor the range of retail uses to ensure no one use or type of use comes to unduly dominate, define or alter the character of the space													*					
Any traffic management measures should not undermine the perception of the street as a linear space.																	*	
** Incidates High Priority Scheme * Indicates longer term priority																		

SUMMARY OF ENHANCEMENT PROPOSALS

	Character area 1: Marshfield Road	Character area 2: Park Lane	Character area 3: Upper New Road	Character area 4: Railway Station	Character area 5: Malmesbury & Langley Rd	Character area 6: Bath Road & Ivy Lane	Character area 7: The Bridge & Lwr New Rd	Character area 8: Station & Monkton Hill	Character area 9: Ivy Road & Lowden Hill	Character area 10: Avenue La Fleche	Character area 11: Monkton Park	Character area 12: High Street & Emery Gate	Character area 13: Gladstone Road, Borough Parade & Wood Lane	Character area 14: Market Place	Character area 15: St Mary & The Butts	Character area 16: Flowers Yard	Character area 17: The Causeway
Investigate the feasibility of alteration to vehicular flows within the road network.	*	*	*		*		*	*									
Consider creating a Home Zone.		*			*												
Investigate introduction of further Article 4 Directions in the area.	*	*	*		*	*											
Investigate specific additional listed buildings					*												
Investigate unauthorised alterations to properties, enforcement action as necessary.	*	*	*		*		*	*				*		*	*		*
Offer grants for restoration of fenestration and boundary features to listed & Article 4 buildings.	*		*														
Offer grants for restoration of fenestration to buildings.			**	*													**
Offer grants for restoration of boundary walls/railings features to buildings.			**	*	*			*							*		*
Offer grants for restoration of shop-fronts			**				**	**				**		**			**
Offer grants for re-use of upper floors for residential use																	**
Designate area of Special Advertisement Control and produce associated guidance leaflet.							*					*		*			
Offer grants for removal of paint from stonework or stone cleaning			**		*	*							*		*		
Offer grants for restoration of original features to buildings.		*				*	*								*		**
Offer grants for repair and re-use of specific historic buildings.				*			*	*									
Consider the production of design guidance for properties subject to Article 4 Directions.		*															
Produce design guidance and materials palette for the area				**								*					
Underground overhead wires.	*	**	*		**	*	**	*						*	**		**

SUMMARY OF ENHANCEMENT PROPOSALS

	Character area 1: Marshfield Road	Character area 2: Park Lane	Character area 3: Upper New Road	Character area 4: Railway Station	Character area 5: Malmesbury & Langley Rd	Character area 6: Bath Road & Ivy Lane	Character area 7: The Bridge & Lwr New Rd	Character area 8: Station & Monkton Hill	Character area 9: Ivy Road & Lowden Hill	Character area 10: Avenue La Fleche	Character area 11: Monkton Park	Character area 12: High Street & Emsey Gate	Character area 13: Gladstone Road, Borough Parade & Wood Lane	Character area 14: Market Place	Character area 15: St Mary & The Butts	Character area 16: Flowers Yard	Character area 17: The Causeway
Encourage the highway authority to repair highway surfaces.	*				*		*	*	*						*		
Encourage highway authority to improve road markings/less prominent double yellow lines.		*			*										*		*
Encourage the highway authority to paint poles, columns, railings, metalwork.	*		*							*							
Encourage highway authority to replace illuminated signs with non illuminated reflective.	*		*														
Encourage highway authority to rationalise and repair traffic signs.			*									*			*		
Encourage the highway authority to improve cycle lane within highway.		*															
Encourage highway authority to improve appearance of streetlighting, consistency of type, or lighting levels.			*		*	*	**	**	*	*					*	**	*
Seek provision of better pedestrian crossing facilities.	*		*				*			*							
Seek partnership enhancement scheme for frontage/foreground of publicly accessible buildings.	*		*		*									**	*		*
Pursue partnership funding for comprehensive restoration/maintenance programme for a specific listed structure/building.	**											*					
Implement an enhancement and landscaping scheme for large urban space. (subway area, railway station forecourt, Ivy Lane, High Street east & west, Borough Parade car park, Market Place)	**			**	*						*	*	**	**			
Implement a footway paving and or widening enhancement scheme.			*			*	**	*	*	*	*	*	*	**	*		**
Implement an enhancement/landscaping scheme for small urban space.				*		*		*	*	*		*			*		
Implement a landscape scheme for a prominent area, in conjunction with landowner. (by St. Pauls House, station north car park, St Pauls Parish hall, Parklands, Pwsham Way, Wood Lane Burial Ground)	*		*	*						*	*		*				
Implement a landscape scheme for the introduction of street trees or trees on public land			*	*			*		*			*					
Encourage removal, or pruning, of specific trees.		*	*	*						*					*		
Implement a scheme for new interpretation displays			*														

SUMMARY OF ENHANCEMENT PROPOSALS

	Character area 1: Marshfield Road			
	Character area 2: Park Lane			
	Character area 3: Upper New Road			
	Character area 4: Railway Station			
	Character area 5: Malmesbury & Langley Rd			
	Character area 6: Bath Road & Ivy Lane			
	Character area 7: The Bridge & Lwr New Rd			
	Character area 8: Station & Monkton Hill			
	Character area 9: Ivy Road & Lowden Hill			
	Character area 10: Avenue La Fleche	*		
	Character area 11: Monkton Park	*		
	Character area 12: High Street & Emery Gate		*	
	Character area 13: Gladstone Road, Borough Parade & Wood Lane			
	Character area 14: Market Place	*		
	Character area 15: St Mary & The Butts	*		
	Character area 16: Flowers Yard			
	Character area 17: The Causeway			
Produce a development brief, strategy or management plan. (River Valley, Monkton Park, Gladstone Road)				
Invest in gum removal and cleaning.				
Encourage a community Street Audit of signage, poles, lighting, clutter, barriers.	*	*	*	*
** Incidates High Priority Scheme				
* Indicates longer term priority				