

Malmesbury

Conservation Area Management Plan
November 2007

Consultation Draft



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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 the North Wiltshire District Councils' approach to managing the future of the Malmesbury Conservation Area. It is informed by the detailed study of the Conservation Area in the Malmesbury Conservation Area Appraisal April 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 Malmesbury Conservation Area and outlines the effects of designation. The Appraisal also contains detailed character analysis of the Malmesbury 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 Malmesbury 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://liveinternet.northwilts.net/malmesbury_caa_april_07-2.pdf

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 Malmesbury 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 Malmesbury Conservation Area although the District Council is committed to designating and assessing historic Buildings at Risk⁷.

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

It is proposed that a procedure for recording Malmesbury Conservation Area at regular intervals be initiated with the assistance of local stakeholders and interest groups. 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 Malmesbury. The combination of river valleys, which frame and enhance the Conservation Area, and public open space are afforded protection within local policies. Land to the back of buildings overlooking the river valleys should be given special attention to preserve the contribution they make to the views into and out of the Conservation Area within the context of the valleys. 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.

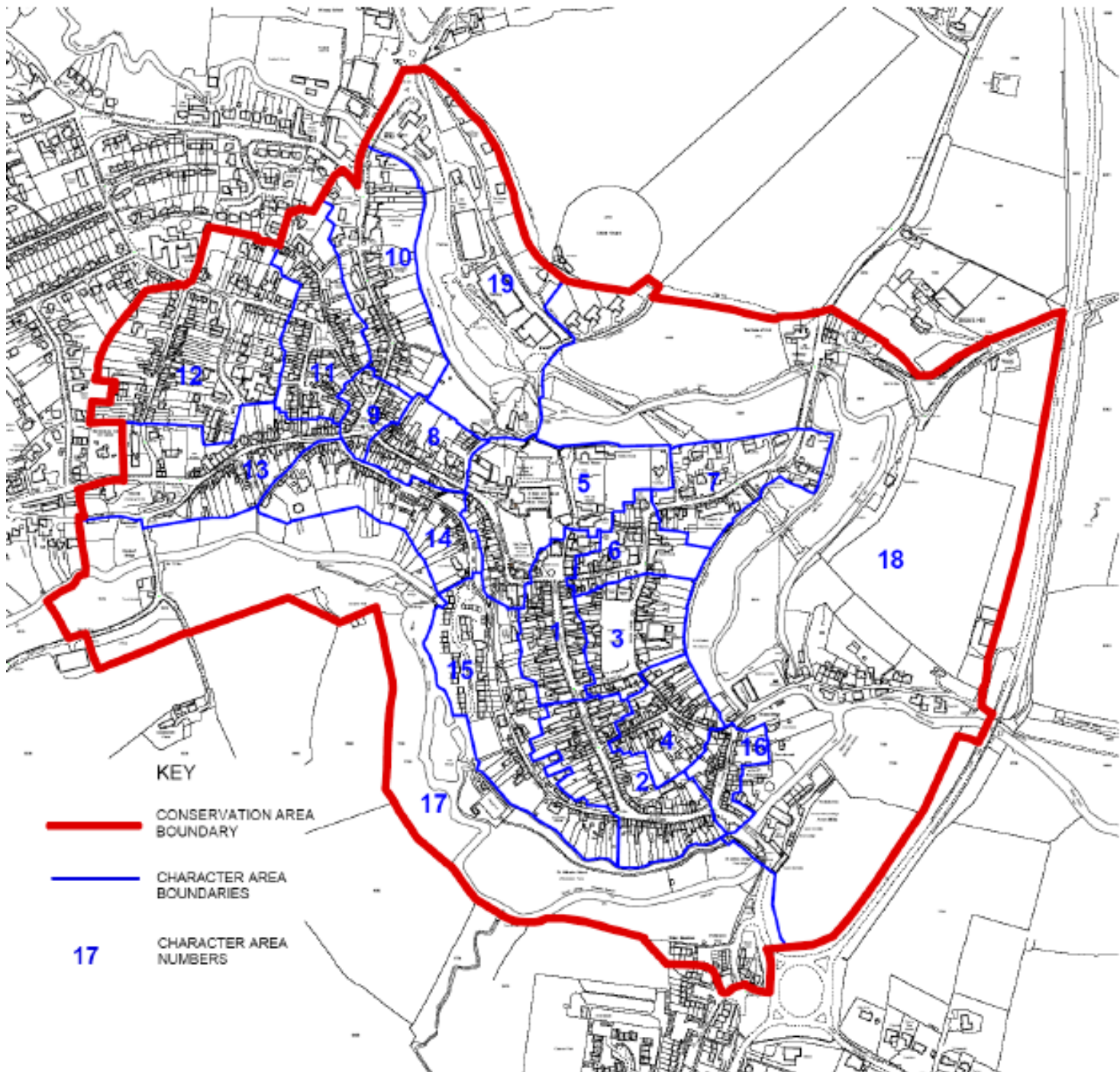
B. Prioritise the preservation and enhancement of the important 'Views and Panoramas' listed and noted on the Townscape Analysis plans within the Malmesbury Conservation Area Appraisal.

C. In considering development proposals within Malmesbury 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 Malmesbury 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 Malmesbury Conservation Area Appraisal character Area Plan

Area 1: Market Cross & Upper High Street

This area is the historic retail and commercial centre of the town at the junction of three roads by the 15th Century Market Cross, a major focal point of Malmesbury.

Development Guidelines

1. Change of Use from Retail to Residential in the High Street should be resisted where this would harm the viability and vitality of the area.
2. Insist on a high standard of design and suitability to context for applications for new shop-fronts, particularly in cases where national chains seek to impose their corporate identities on all their outlets irrespective of location.
3. Assess need for enforcement action on the unauthorised use of 'A' frame advertising boards.
4. Protect small historic architectural features, by the use of Article 4 Directions if appropriate.
5. Ensure good design of new and replacement fenestration and doors.
6. Consider special advertising controls.

Enhancement Proposals

1. Remove redundant lighting column outside No. 21 (Woodwards).
2. Repair footway outside Co-operative store.
3. Audit and rationalise traffic signage.
4. Encourage improvement of the shop front of Co-operative store.
5. Encourage repair of the frontage of Nos. 9-11 High Street and 2 Market Cross.
6. Encourage re-design of Cancer Research shop frontage at No 19.
7. Consider enhancement scheme to control traffic manoeuvres and parking around the market cross.



Fig1: Visual clutter at the top of the High Street.



Fig2: Corporate signage on a charity shop in the heart of the Conservation Area

Area 2: Lower High Street

Historically this area was an important gateway into the town and is still the main approach from the south, a mix of diverse residential and some small commercial buildings.

Development Guidelines

1. Ensure high quality and sympathetic design for new or replacement shopfronts and signage.
2. Protect existing period architectural features by the use of Article 4 Directions if appropriate.
3. Ensure good design for replacement of new fenestration and doors.
4. Change of Use from Retail to Residential in the High Street should be resisted where this would harm the viability and vitality of the area.
5. Retain parking provision.
6. Consider special advertising controls.

Enhancement Proposals

1. Make good footway and consider footway vehicle deterrent methods.
2. Encourage the repair and repainting of woodwork at No 45.
3. Encourage maintenance of painted surfaces like the woodwork at No 65.
4. Carry out street scene audit, considering lighting columns in particular.



Fig 3: Lower High Street with modern lighting column

Area 3: Cross Hayes

This is the main open space in the town centre, historically the livestock market place and now the main parking place in the town.

Development Guidelines

1. Protect the view of the Abbey from Cross Hayes via Market Lane.
2. Ensure new development and alterations to the streetscape maintain and enhance the active and diverse 'town square' character.
3. Protect small historic features like the redundant rings used to connect market hurdles at No 12 Cross Hayes Lane and mounting block on the corner of Market Lane by the use of Article 4 Directions if appropriate.
4. Consider special advertising controls.

Enhancement Proposals

1. Consider hard and soft landscaping enhancement to Cross Hayes, including materials, parking layout, definition of the space, seating, street clutter and foliage, especially the use of trees to separate the open space from the through route.
2. Encourage underground diversion of overhead wires.
3. Encourage improvement of the appearance of buildings in Griffin Alley.
4. Encourage renovation of Nos. 46-48 St Dennis Lane.



Fig 4: The view to the tower of Tower House from Cross Hayes is degraded by the unsightly overhead wires and signage



Fig 5: General view of Cross Hayes showing the visual intrusion of car parking

Area 4: Ingram Street & Silver Street

These are both attractive town streets full of character and interest epitomising the compact nature of the town centre with their small dwellings many lacking gardens and yards in an area where space is at a premium.

Development Guidelines

1. Ensure good design of new and replacement fenestration and doors.
2. Consider carefully the impacts of traffic on the buildings and character of the area likely to result from any new development.
3. Consider special advertising controls.

Enhancement Proposals

1. Encourage underground diversion of overhead wires.



Fig 6: The small triangle that marks the start up to Silver Street is spoilt by overhead wires and poles



Fig. 7: The view at the bottom of Silver Street is terminated by these utilitarian garages

Area 5: The Abbey, Abbey House & Gloucester Street

This area dominates the town and is the main reason for its existence being occupied by the former castle site and the remains of the 12th Century Abbey, a major attraction for visitors and residents alike.

Development Guidelines

1. Change of Use from retail to residential should be resisted where this would harm the viability and vitality of the area.
2. Ensure good design of new and replacement fenestration and doors.
3. Ensure the design of development, including rear extensions to existing properties, respects and preserves the quality of existing views of and from the river valleys.
4. Retain existing open space and vegetation.
5. Consider special advertising controls.

Enhancement Proposals

1. Assess diversion underground of overhead wires.
2. Improve street furniture, particularly lamp standards.
3. Replanting of the area behind Cloister Gardens, alongside Abbey Steps.
4. Implement street scene audit, particularly with respect to street clutter.



Fig 8: Recent infill in the heart of the Conservation Area close to the Abbey



Fig 9: The special atmosphere of the area close to the Abbey as seen from Mill Lane.

Area 6: Oxford Street

This is the former coaching road leading from the town centre to Holloway, the north-west gateway of the town, a dog legged street with a number of characterful houses and properties.

Development Guidelines

1. Ensure high quality and sympathetic design of new or replacement shop signs.
2. Ensure good design of new and replacement fenestration and doors.
3. Protect existing railings.
4. Protect existing green space.
5. Change of Use from retail to residential should be resisted where this would harm the viability and vitality of the area.
6. Ensure that any redevelopment of the Town Hall site incorporates high design quality to improve the Oxford Street frontage.
7. Consider special advertising controls.

Enhancement Proposals

1. Encourage the replacement of the shop-front at No. 6.
2. Encourage the restoration of the ancillary buildings that are part of the Manor House.



Fig 10: Shop fronts on the former Manor House in Oxford Street



Fig 11: The Old Manse with the former Moravian chapel attached.

Area 7: Holloway

This road leading downhill to the River Avon is the site of the former East Gate, much of the road is at a lower level than its surroundings hence its name, a relic landscape feature with historic significance.

Development Guidelines

1. Prevent loss of trees and planting in Abbot's Gardens and along the roadside.
2. Ensure that any new development integrates sympathetically into the area through appropriate design and use of local materials.
3. Prevent harm to the open character and views of and from the river valley.
4. Protect the old pumphouse entrance adjacent to the small public garden.
5. Consider Article 4 provisions to 'The Retreat', Abbott's Garden.

Enhancement Proposals

1. Encourage underground diversion of overhead wires.
2. Consider improvements to the highway at East Gate.
3. Audit street scene, in particular street lighting.
4. Replace plastic yellow grit box with more suitable alternative.
5. Encourage repairs to the old Smithy.
6. Encourage replanting of trees on the skyline above the Spice Merchant restaurant.
7. Audit parking to the east of Bastion.



Fig 12: The Smithy



Fig 13: The bare skyline beyond the 'Spice Merchant' restaurant

Area 8: Abbey Row

This road set high above the river links the historic centre of the town with Westport, once a self contained and separate conurbation and now a secondary retail and primary residential area of the town.

Development Guidelines

1. Change of Use from Retail to Residential should be resisted where this would harm the viability and vitality of the area.
2. Any alterations permitted to the rear of properties to the south of Abbey Row should not compromise the beauty of the setting on the edge of the river valley.
3. Prevent the loss of open spaces and gardens where such loss would neither preserve nor enhance the conservation area.
4. Resist development proposals which would increase existing traffic levels such that the special character of the conservation area would be adversely affected.
5. Ensure good design of new and replacement fenestration and doors.
6. Ensure high quality and sympathetic design for new and replacement shop fronts and signage.
7. Protect features such as stone walls and railings where these make a positive contribution to the Conservation Area. Consider use of Article 4 Directions if appropriate.

Enhancement Proposals

1. Encourage underground diversion of overhead wires, in particular large pole and associated overhead wires to the north of Jubilee Gardens.
2. Replace inappropriate concrete pavers with paving that harmonises better with the existing attractive stone plinths and railings.
3. Encourage improvement of the shopfronts at Nos. 37 & 41 Abbey Row.
4. Replace unsightly lamp column on Mill Lane.
5. Replace existing double yellow lines with narrower, paler versions permitted in Conservation Areas.
6. Upgrade street furniture.
7. Encourage repair/replacement of inappropriate and damaged windows (e.g. dormer of No 37).

Area 9: The Triangle

This is one of the historic market areas of Westport, now containing the town's war memorial the whole area now being a traffic feature and small car park.

Development Guidelines

1. Change of Use from Retail to Residential should be resisted where this would harm the vitality and viability of the area.
2. Retain the open space in front of St Mary's Hall.
3. Ensure good design of new and replacement fenestration and doors.
4. Ensure high quality and sympathetic design of new or replacement shop signs
5. Consider special advertising controls.
6. Protect traditional building features and characteristics. Consider use of Article 4 Directions if appropriate.

Enhancement Proposals

1. Carry out street scene audit and enhancements, in particular surfacing, signage, lighting design and street furniture (for example the plastic litter bin at the Triangle should be replaced).
2. Encourage the refurbishment of No 2 Bristol Street.
3. Repair or replace road setts at top of Gloucester Road.
4. Support measures that would reduce traffic flow.
5. Replace modern bollards around the War Memorial with measures more in keeping with the character of the area.



Fig 15: Intrusive signage and plastic litter bin in a historic area.



Fig 16: The Triangle with the prominent War Memorial, now vulnerable to modern road traffic

Area 10: Gloucester Road

This is a long hill lined with mainly residential buildings leading away from The Triangle down to Stains Bridge and the northern entrance to the town.

Development Guidelines

1. Ensure good design of new and replacement fenestration and doors.
2. Prevent loss of stone walls and railings that form property boundaries, as these contribute significantly to the character of the area. Consider Article 4 Directions if appropriate.
3. Consider Listing of additional significant properties like 81-87 Gloucester Street and Westport Granary.

Enhancement Proposals

1. Encourage underground diversion of overhead wires.
2. Carry out street scene audit with particular attention to lighting columns.
3. Consider a comprehensive highway improvement scheme to repair damaged pavements and carriageway, including narrower yellow lines.
4. Encourage renovation of No 94 Gloucester Road.



Fig 17: Stainsbridge House, one of the distinctive buildings that give Gloucester Road its character.



Fig 18: The long front elevation of Westport House.

Area 11: Horsefair

Another open space in the town this one being surrounded by houses and cottages, formerly a market place in the C17 but now a secondary car park.

Development Guidelines

1. Ensure high quality design of new and replacement fenestration and doors.
2. Prevent loss of garage provision in Horsefair and on the corner of Katifer Lane & West Street.
3. Prevent loss of any traditional stone roofing, and encourage replacement of modern roofing with local stone tiles where appropriate.
4. Protect against the piecemeal loss of minor features particularly in West Street. Consider using Article 4 Directions if appropriate.
5. Consider listing of additional significant properties.

Enhancement Proposals

1. Encourage underground diversion of overhead wires.
2. Consider tree planting as identified in the Appraisal.
3. Encourage replacement of $\frac{1}{2}$ glazed door of No 30 Horsefair with a solid door.
4. Encourage renovation of garages in Horsefair and on the corner of Katifer Lane & West Street.



Fig 19: The Horsefair is spoilt not only by parking but also by unsightly overhead wires and poles.



Fig 20: The visual impact of car parking in this historic area.

Area 12: Gastons Road and Burnham Road

This area is later than much of the town centre but is also of value and character, being mainly built up in the C19 as a residential area with some recent additions.

Development Guidelines

1. Prevent loss of stone walls and railings that form property boundaries along Gastons Road and Burnham Road as these contribute significantly to the character of the area.
2. Consider listing of National School.
3. Consider Article 4 Directions to No 5 Burnham Road, if appropriate.

Enhancement Proposals

1. Reinstate features noted on the listing of 2-12 Gastons Road.
2. Replace the handrail outside 18-26 Burnham Road.
3. Encourage uniformity of the colour and style of the fenestration of 18-26 Burnham Road.
4. Encourage replacement of garages to rear of 25-47 Gastons Road with designs more in keeping with the area.
5. Encourage improvements and better screening of industrial units in Gastons Road.
6. Replace paving slabs along Gastons Road with small blocks.
7. Encourage underground diversion of overhead wires.



Fig 21: Garages adjacent to Gastons Road.



Fig 22: Cracked pavement in Gastons Road

Area 13: Bristol Street

An ancient route to the west from the Triangle, dating back to at least the Saxon period and containing many smaller houses of quality and character.

Development Guidelines

1. Ensure good design of new and replacement fenestration and doors.
2. Review Listing of buildings in the area.
3. Consider Article 4 directions if appropriate to prevent further erosion of character.

Enhancement Proposals

1. Consider the area at the junction of Harpers Lane and Bristol Street for an enhancement project.
2. Encourage underground diversion of overhead wires.
3. Replace paving slabs along Bristol Street



Fig 23:View west along Foxley Road showing overhead wires and poles disrupting the street scene.

Fig 24:The junction of Harpers Lane and Bristol Street would benefit from enhancement.



Area 14: Burnivale

An old routeway running at a lower level but parallel to Abbey Row with a number of notable buildings and the site of past commercial and industrial activity.

Development Guidelines

1. The design, form and scale of development, including extensions to existing properties along Abbey Row, will need careful consideration, especially concerning their rear elevations, and in view of their location on the edge of the River Valley. Applications which harm views of town or valley or do not respect the setting should not be strongly resisted.
2. Prevent loss or change of use of the garage block, as this parking facility helps reduce the clutter of parked cars.
3. Prevent loss of stone walls as these contribute significantly to the character of the area.
4. Prevent the loss of the allotments in Harpers Lane and Burnivale as these are a valuable green space and resource for informal recreation for the local community.
5. Enforce parking restrictions.
6. Consider Listing of No.'s. 57/59 Burnivale and 31-50 Burnivale.

Enhancement Proposals

1. Betty Geysers steps would benefit from enhancement, paying particular attention to concrete repairs, street lighting and wire mesh.
2. Encourage repair of render of 10/14 Bristol Street and 25, 29 Burnivale.
3. Encourage repairs and tidying of 29 Burnivale.
4. Encourage underground diversion of overhead wires.
5. Replace grit box at top of Burnivale
6. Improve appearance and parking provision at junction of Harpers Lane and Bristol St.

Fig 25: The start of Burnivale from the junction of Bristol Street affords distance views to St Paul's Bell Tower, overhead wires and modern street lights detract from the quality of the view.



Area 15: King's Wall

A narrow route and residential area of some quality following the line of the historic town walls and linking with Burnivale as an ancient by-pass to the High Street and town centre.

Development Guidelines

1. Ensure good design and of new and replacement fenestration and doors.
2. Prevent loss of stone walls as these make a significant contribution to the character of the area, consider Article 4 Directions if appropriate.
3. Resist development proposals that would increase existing traffic levels such that the special character of the conservation area would be adversely affected.

Enhancement Proposals

1. Encourage underground diversion of overhead wires.
2. Repaint or replace handrail above the Maltings and along the wall in Kings Walk.
3. Carry out street scene audit, in particular the disused bench base
4. Encourage improvement of the rear extension of No 48 Kings Wall.
5. Encourage improvement of garages built into the side of Kings Wall.



Fig 26: The narrow roadway - a characteristic of the King's Wall.



Fig 27: Modern garages, car spaces, cables and poles all intrude into the historic ambience of the area.

Area 16: St John's Street

An interesting and historic street running at right angles away from the bottom of the High Street, with many compact houses and dwellings leading to Goose Bridge at its eastern end.

Development Guidelines

1. Encourage off-street parking provision where this would preserve or enhance the Conservation Area.

Enhancement Proposals

1. Encourage underground diversion of overhead wires.
2. Carry out street scene audit paying particular attention to parking restriction markings.



Fig 28: Parked cars in St John's Street that detracts from the appearance of the area.



Fig 29: The special character of St John's Street epitomised by the compact groupings of the smaller buildings.

Area 17: River Valley (Sherston Branch)

This riparian area acts as an open green boundary and natural defence to the town, the rivers historically fulfilling this role and later providing a means of communication beyond Malmesbury and power for the town mills.

Development Guidelines

1. Resist further development of the caravan park outside of the settlement framework boundary of Burton Hill, if this would harm the visual amenity of either the river valley or Malmesbury Conservation Area.
2. Insist on high design quality for any development permitted, especially affecting rear elevations, from Abbey Row to the High Street, in order to preserve the views from and of the river valley.
3. Prevent loss of the green space and valued local resource of the allotments in Harpers Lane.

Enhancement Proposals

1. Encourage the progressive replacement of the row of Poplars along the river edge in St Aldhelm's Mead as they die off.
2. Consider environmental improvements in and around Cuckingstool Mead, perhaps by creating a riverside path and also by considering the installation of a footbridge across the river.



Fig 30: The Maltings development on the former Linolite factory site.



Fig 31: View of the historic heart of the town from across the river meadow

Area 18: River Valley (Tetbury Branch)

This is part of the horseshoe shaped river system that almost surrounds the town set above it and is now an important public open space and amenity from the Town Bridge to the Old Station Yard.

Development Guidelines

1. Limit further development at the Duke of York site, if this would harm the visual amenity of the Conservation Area or the river valley.
2. Resist further development of the barn on the bypass north of the river where this would harm the visual amenity of the Conservation Area or the river valley.
3. Strongly resist development of the Bowling Green if this would harm the visual amenity of the Conservation Area.
4. Consider land to the south of Avon Mills as a possible additional car park for Malmesbury, to relieve the congestion in the main body of the conservation area which, at present, seriously detracts from its character. Any permission granted should however insist on very high standards of landscaping and screening to reduce the impact on the river valley and views of the town.

Enhancement Proposals

1. Encourage re-establishment of trees on the embankment to the north of the Duke of York.



Fig 32: The Avon in flood at St John's Bridge by Avon Mills.

Fig 33: Holloway Bridge, once the main entrance to the town from the north and east.

Area 19: Old Station Yard

Once the site of the railway passenger station and goods depot this large open riverside area is now the site of light industrial development and a large car park, but no longer the idyllic scene that JWM Turner painted in 1826.

Development Guidelines

1. Resist further development in the river valley, if this would harm the visual amenity of the valley or the Conservation Area.
2. Ensure that any future development of the Fire and Ambulance Stations fulfils its potential as an opportunity to preserve and enhance the character and interest of the Conservation Area on this important site.
3. In any future development of the Old Railway Yard, elements of the railway heritage of the town should be incorporated. Consider Listing of the Engine Shed.
4. Resist development on land in Mundens Close, a valuable asset provided by this open space which enhances the Conservation Area.

Enhancement Proposals

1. Extend the railings to the north of Abbey Bridge.
2. Encourage repair of the semi-derelict barn at the edge of the Abbey Bridge and the tidying/improvement of the surrounding area.
3. Improve the approach to Abbey Mill Bridge.
4. Encourage the replacement of wooden fences along Brooky Lane with stone walls using local materials.
5. Encourage cleaning of the millrace regularly.
6. Improve and maintain street furniture.
7. Encourage screening of modern houses along the riverside north of Stainsbridge Mill.



Fig 33: View north showing the railway heritage; the old engine shed, a railway house in the distance and a fir tree planted by the GWR company.



Fig 34: The poor quality approach to the Abbey bridge and town steps from the old station yard car park.

SUMMARY OF DEVELOPMENT GUIDELINES

	Character area 1: Market Cross & Upper High Street	Character area 2: Lower High Street	Character area 3: Cross Hayes	Character area 4: Ingram Street & Silver Street	Character area 5: The Abbey, Abbey House & Gloucester Street	Character area 6: Oxford Street	Character area 7: Holloway	Character area 8: Abbey Row	Character area 9: The Triangle	Character area 10: Gloucester Road	Character area 11: Horsefair	Character area 12: Gastons Road & Burnham Road	Character area 13: Bristol Street	Character area 14: Burnivale	Character area 15: Kingswall	Character area 16: St. John's Street	Character area 17: River Valley (Sherston Branch)	Character area 18: River Valley (Tetbury Branch)	Character area 19: Old Station Yard
Prevent change of use from commercial to residential where this would harm the character or appearance of the Conservation Area	**	*		*	*			*											
Prevent inappropriate shopfronts and insist on a high standard of design for both shop-fronts & shop signs.	**	**			**			**	**										
Preserve views of and from the river valley and resist development that would harm this.				**		**	**						**			**	*	*	
Retain valuable existing open space and foliage				*	*		**	**					*			*		*	
Consider Spot-Listing of particular buildings (e.g. 81-87 Gloucester St., Westport Granary, The National School, the Engine Shed).										*		*	*	*				*	
Prevent loss of historic and architectural features, both on buildings and elsewhere (e.g. mounting block on corner of Market Lane, railings in Oxford Street, stone walls in Abbey Row, Gloucester Rd., Burnivale and King's Wall, stone roofs anywhere in the town). Consider use of Article 4 Directions if appropriate.	*	*	*		*		**	*	**	**	**	*	**	**					
Integrate any new development sympathetically through appropriate design and use of local materials						*													
Control design and materials of new and replacement fenestration and doors.	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**				
Take enforcement action over unauthorised advertisements.	*																		
Pursue designation of area as one of <i>Special Advertising Control</i> under Regulation 7, and produce a guidance leaflet.	*	*	*	*	*	*	*	*	*										
Consider carefully traffic impacts on existing heritage and Conservation Area character from any proposed new development.			*				**							**					
Retain parking / garage provision, and / or improve parking management / enforcement.	*					*				**			**	**					
Consider land to south of Avon Mills as possible car-park for Malmesbury.																		*	
Minimise pavement clutter				*															
Maintain view of Abbey from Cross Hayes via Market Lane		*																	
Ensure that any redevelopment of the Town Hall site incorporates high design quality.					*														

SUMMARY OF DEVELOPMENT GUIDELINES

	Character area 1: Market Cross & Upper High Street	Character area 2: Lower High Street	Character area 3: Cross Hayes	Character area 4: Ingram Street & Silver Street	Character area 5: The Abbey, Abbey House & Gloucester Street	Character area 6: Oxford Street	Character area 7: Holloway	Character area 8: Abbey Row	Character area 9: The Triangle	Character area 10: Gloucester Road	Character area 11: Horsefair	Character area 12: Gastons Road & Burnham Road	Character area 13: Bristol Street	Character area 14: Burnvale	Character area 15: Kingswall	Character area 16: St. John's Street	Character area 17: River Valley (Sherston Branch)	Character area 18: River Valley (Teitbury Branch)	Character area 19: Old Station Yard
Prevent loss of trees and planting in Abbot's Gardens and along road-side.							*												
Prevent loss of old pump house entrance adjacent to small public garden.							*												
Resist development of the water meadows between Bruton Hill and Malmesbury																	*		
Refuse inappropriate development of the Bowling Green where this would harm the visual amenity of the Conservation Area.																		*	
Ensure that any redevelopment of the Fire and Ambulance Stations fulfills the potential to preserve and enhance the Conservation Area on this important site.																			**
Incorporate elements of the town's Railway Heritage in any development of the Old Railway Yard.																			*
Consider Article 4 Direction to 'The Retreat' Abbott's Garden	**																		
** Indicates high priority																			
* Indicates longer term priority																			

SUMMARY OF ENHANCEMENT PROPOSALS

	Character area 1: Market Cross & Upper High Street	Character area 2: Lower High Street	Character area 3: Cross Hayes	Character area 4: Ingram Street & Silver Street	Character area 5: The Abbey, Abbey House & Gloucester Street	Character area 6: Oxford Street	Character area 7: Holloway	Character area 8: Abbey Row	Character area 9: The Triangle	Character area 10: Gloucester Road	Character area 11: Horsefair	Character area 12: Gastons Road & Burnham Road	Character area 13: Bristol Street	Character area 14: Burnivale	Character area 15: Kingswall	Character area 16: St John's Street	Character area 17: River Valley (Sherston Branch)	Character area 18: River Valley (Tetbury Branch)	Character area 19: Old Station Yard
Undertake / consider enhancement / urban improvement schemes (e.g. Cross Hayes, The Triangle, Harper's Lane / Bristol Street Junction, Betty Geysers Steps, Cuckingstool Mead, Abbey Bridge and area).			*						*				*	*			*		*
Pursue planting and re-planting of trees and vegetation (e.g. area behind Cloister Gardens and alongside Abbey Steps, trees on skyline at Duke of York pub, Poplars along river in St Aldhelm's Mead, screening of modern houses north of Stainsbridge Mill).				*			*										†	*	*
Underground overhead wires			*	*	*		*	*		*	**	*	*	*	*	**			
Replace handrail outside 18-26 Burnham Rd.												*							
Repaint or replace handrail above the Maltings and along King's Wall.															*				
Clean the Millrace regularly																			*
Consider Highway improvements, including removal / rationalisation of traffic signage / bollards, narrowing of yellow lines, road surfacing, traffic control & reduction measures.	*						**	**	**					*		*			
Improve quality and appearance of street lighting, including removal of redundant lamp-posts (e.g. outside No. 21 High St, Lamp-post on Mill Lane).	*						*	*											
Improve quality of street furniture and remove redundant or damaged components.		*		*			*	*		*				*					*
Improve and repair paving (e.g. outside Co-op, in Abbey Row, Gastons Road, Bristol St.) and where possible incorporate measures to prevent parking on pavements.	*	*										*	**						
Replace yellow grit-boxes with something more appropriate to the character of the area.							*						*						
Encourage removal of plastic sign of cancer research shop at No. 19	*																		
Encourage improvement of shop-fronts (e.g. Co-op, No.s 37 and 41 Abbey Row).	**							**											
Encourage replacement of shop-front at No. 6 Oxford St. with something more sympathetic to the area.					*														

SUMMARY OF ENHANCEMENT PROPOSALS

	Character area 1: Market Cross & Upper High Street	Character area 2: Lower High Street	Character area 3: Cross Hayes	Character area 4: Ingram Street & Silver Street	Character area 5: The Abbey, Abbey House & Gloucester Street	Character area 6: Oxford Street	Character area 7: Holloway	Character area 8: Abbey Row	Character area 9: The Triangle	Character area 10: Gloucester Road	Character area 11: Horsefair	Character area 12: Gastons Road & Burnham Road	Character area 13: Bristol Street	Character area 14: Burnivale	Character area 15: Kingswall	Character area 16: St John's Street	Character area 17: River Valley (Sherston Branch)	Character area 18: River Valley (Tisbury Branch)	Character area 19: Old Station Yard
Encourage repair and refurbishment of particular properties, including replacement of inappropriate modern additions such as windows and doors.(e.g., Buildings in Griffin Alley, Nos. 46-48 St. Dennis Rd., replacement of glazed door at No. 30 Horsefair, garages in Horsefair, 10 / 14 Bristol St., 25.29 Burnivale, rear extension of 48 King's Walk, garages in King's walk, derelict barn north of Abbey Bridge)			**				*	**	*	*	**	*		*	*				
Encourage improvements and better screening of industrial units in Gaston's Rd.												*							
Encourage better maintenance of various properties (e.g. No's 45 and 65 Lower High St.).	*																		
Repair frontages of Nos. 9-11 and 65 High St.	*																		
Encourage sensitive restoration of ancilliary buildings that form part of Manor House					*														
Reinstate missing features noted on Listing of 2-12 Gastons Rd.												**							
Consider traffic controls around the Market Place	**																		
Encourage replacement of garages to rear of 25-47 Gastons Rd.												*							
** Indicates High Priority Scheme * Indicates longer term priority																			