CHIPPENHAM NEIGHBOURHOOD PLAN_

Chippenham Town Council

Bath Road Car Park/Bridge Centre Site Topic Paper

Appendix 14

POLICY OBJECTIVE(S)

- Develop the Bath Road Car Park/Bridge Centre Site as an extension of the Town Centre, for mixed-use development which may include leisure, shopping, residential and/or public car parking

A. INTRODUCTION

1. The Bridge Centre and Bath Road Car Park sites, currently in the ownership of Wiltshire Council, have been the subject of several development proposals during the last three decades. Although the sites are in a key location for an extension of the town centre none of these development schemes have come to fruition. This has been due to a combination of the need to alter the gyratory system which separates the sites, and the impact of the recessions and other factors which have affected the financial viability of development.
2. The sites require a cohesive design framework, as set out in Neighbourhood Plan Policy TC1, which can deliver:

   a) high quality development befitting of the town centre location;

   b) viable uses and buildings which meet current and future market trends;

   c) buildings, uses and public realm that reflects the wishes of the community;

   d) connectivity to the rest of the town centre; and

   e) benefits to the historic environment, namely Chippenham Conservation Area, and listed buildings located on or adjacent to the site
3. It is hoped that this framework will enable the current impasse to be breached and a development to be carried out.

B. PLANNING POLICY CONTEXT

4. The Development Plan for Chippenham is:
    a. The Wiltshire Core Strategy (2015)
    b. Chippenham Site Allocations Plan (2017)
    c. North Wiltshire Local Plan Saved Policies (2006)
    d. Minerals Core Strategy (2009)
    e. Waste Core Strategy (2009)
5. In terms of planning constraints, the Bath Road Car Park/Bridge Centre site is located within Chippenham Conservation Area. The Grade II Listed Bank House is located on the site, whilst the Grade II Listed Avonbridge House is located opposite, to the south. The Grade II Listed Nos. 28-33 Foghamshire, and the Constitutional Club, adjoin the site boundary to the north. The Grade I Listed Ivy and West Wing, and Grade II* Listed Ivy Longhouse and Stables, are located opposite the site to the south west. The listing descriptions of these properties can be found in **Insert A** at the end of this Topic Paper.

National Planning Policy Framework

6. The following paragraphs of the NPPF are applicable to the Bath Road Car Park/Bridge Centre Site:

    86. 'Planning policies and decisions should support the role that town centres play at the heart of local communities, by taking a positive approach to their growth, management and adaptation. Planning policies should:

    a) define a network and hierarchy of town centres and promote their long-term vitality and viability – by allowing them to grow and diversify in a way that can respond to rapid changes in the retail and leisure industries, allows a suitable mix of uses (including housing) and reflects their distinctive characters; …

    d) allocate a range of suitable sites in town centres to meet the scale and type of development likely to be needed, looking at least ten years ahead. Meeting anticipated needs for retail, leisure, office and other main town centre uses over this period should not be compromised by limited site availability, so town centre boundaries should be kept under review where necessary;

    f) recognise that residential development often plays an important role in ensuring the vitality of centres and encourage residential development on appropriate sites.'

    127. 'Plans should, at the most appropriate level, set out a clear design vision and expectations, so that applicants have as much certainty as possible about what is likely to be acceptable. Design policies should be developed with local communities so they reflect local aspirations, and are grounded in an understanding and evaluation of each area's defining characteristics. Neighbourhood planning groups can play an

important role in identifying the special qualities of each area and explaining how this should be reflected in development, both through their own plans and by engaging in the production of design policy, guidance and codes by local planning authorities and developers.'

129. 'Design guides and codes can be prepared at an area-wide, neighbourhood or site-specific scale, and to carry weight in decision-making should be produced either as part of a plan or as supplementary planning documents.'

130. 'Planning policies and decisions should ensure that developments:

a) will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development;

b) are visually attractive as a result of good architecture, layout and appropriate and effective landscaping;

c) are sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities);

d) establish or maintain a strong sense of place, using the arrangement of streets, spaces, building types and materials to create attractive, welcoming and distinctive places to live, work and visit;

e) optimise the potential of the site to accommodate and sustain an appropriate amount and mix of development (including green and other public space) and support local facilities and transport networks; and

f) create places that are safe, inclusive and accessible and which promote health and well-being, with a high standard of amenity for existing and future users; and where crime and disorder, and the fear of crime, do not undermine the quality of life or community cohesion and resilience.'

190. 'Plans should set out a positive strategy for the conservation and enjoyment of the historic environment, including heritage assets most at risk through neglect, decay or other threats. This strategy should take into account:

a) the desirability of sustaining and enhancing the significance of heritage assets, and putting them to viable uses consistent with their conservation;

b) the wider social, cultural, economic and environmental benefits that conservation of the historic environment can bring;

c) the desirability of new development making a positive contribution to local character and distinctiveness; and

d) opportunities to draw on the contribution made by the historic environment to the character of a place.'

199-203. These paragraphs advise how to consider the potential impacts of new development on the significance of designated and non-designated heritage assets.

Wiltshire Core Strategy

7. The following policies of the Wiltshire Core Strategy are applicable to the Bath Road Car Park/Bridge Centre Site:

Core Policy 9: Chippenham Central Areas of Opportunity

This policy supports the redevelopment of Bath Road Car Park/Bridge Centre to 'form a retail extension to the town centre to provide a supermarket and comparison units.'

Core Policy 36: Economic Regeneration

This policy supports the regeneration of brownfield sites in Principle Settlements where the proposed uses help to deliver the overall strategy for that settlement and in any neighbourhood plans, and/or enhance the vitality and viability of the town centre by introducing a range of active uses that complement the existing town centre.

Core Policy 57: Ensuring High Quality Design and Place Shaping

This policy seeks to ensure high quality design and place shaping. In particular it refers to major developments at xiii:

'ensuring they are accompanied by a detailed design statement and masterplan, which is based on an analysis of the local context and assessment of constraints and opportunities of the site and is informed by a development concept, including clearly stated design principles, which will underpin the character of the new place.'

Core Policy 58: Ensuring the Conservation of the Historic Environment

'Development should protect, conserve and where possible enhance the historic environment.

Designated heritage assets and their settings will be conserved, and where appropriate enhanced in a manner appropriate to their significance, including:

i. Nationally significant archaeological remains

ii. World Heritage Sites within and adjacent to Wiltshire

iii. Buildings and structures of special architectural or historic interest

iv. The special character or appearance of conservation areas

v. Historic parks and gardens

vi. Important landscapes, including registered battlefields and townscapes.

Distinctive elements of Wiltshire's historic environment, including non-designated heritage assets, which contribute to a sense of local character and identity will be

conserved, and where possible enhanced. The potential contribution of these heritage assets towards wider social, cultural, economic and environmental benefits will also be utilised where this can be delivered in a sensitive and appropriate manner in accordance with Core Policy 57…'

Paragraphs 6.24-6.26: Retail and Leisure

Enhancing the vitality and viability of town centres:

6.24: 'The Core Strategy seeks to enhance the vitality and viability of the town centres in Wiltshire through policies promoting the regeneration of central areas and delivery of new growth at settlements to support the vitality of centres. There is a challenge to ensure that the larger towns of Wiltshire, particularly the Principal Settlements of Chippenham, Salisbury and Trowbridge, strengthen their roles as shopping destinations to reduce the 'leakage' of trade to other larger competing centres such as Bath, Swindon and Southampton.'

6.25: 'In line with government policy town centres, as well as primary and secondary retail frontages, should be identified on the policies map, with policies making clear which uses will be permitted in such locations. The larger centres of Chippenham, Salisbury and Trowbridge…have designated frontages and corresponding policies in the relevant District/Local Plans, and these designations and policies will be carried forward. The relevant policies are as follows...North Wiltshire Local Plan: R2 (Town centre secondary frontage areas) and R7 (Upper floors in town centres).'

North Wiltshire Local Plan Saved Policies

8. The following saved policies of the North Wiltshire Local are applicable to the Bath Road Car Park/Bridge Centre Site, part of which is located within the Town Centre Secondary Frontage Area:

R2: Town Centre Secondary Frontage Areas

'Proposals for shops, financial and professional services, food premises, leisure facilities and night clubs (Use Class A, D1 and D2) will be permitted within the defined town centre secondary frontage areas of Chippenham, Calne, Wootton Bassett, Corsham, Malmesbury and Cricklade, subject to all the following criteria:

i) They do not individually or cumulatively undermine the vitality or viability of the town centre.

ii) The proposal is consistent with the scale and function of the town centre.

iii) Consideration is given to ensuring that proposals do not eliminate separate access arrangements to the upper floors, which could be used for residential, community or employment uses.'

R7: Upper Floors in Town Centres

‘Use of upper floors of new and existing premises within town and local shopping centres for residential use, or in some cases community or employment uses, will be permitted, provided the use does not jeopardise the retail use of the ground floor.’

Chippenham Central Area Masterplan (Draft, May 2014)

9. The following sections of the Chippenham Central Area Masterplan are applicable to the Bath Road Car Park/Bridge Centre Site:

   Pg. 6 ‘The regeneration of brownfield sites, such as Bath Road and Langley Park, is further supported where they introduce a range of uses that complement existing town centre.’

   Pg. 12 ‘The town centre retail offer should be improved by:

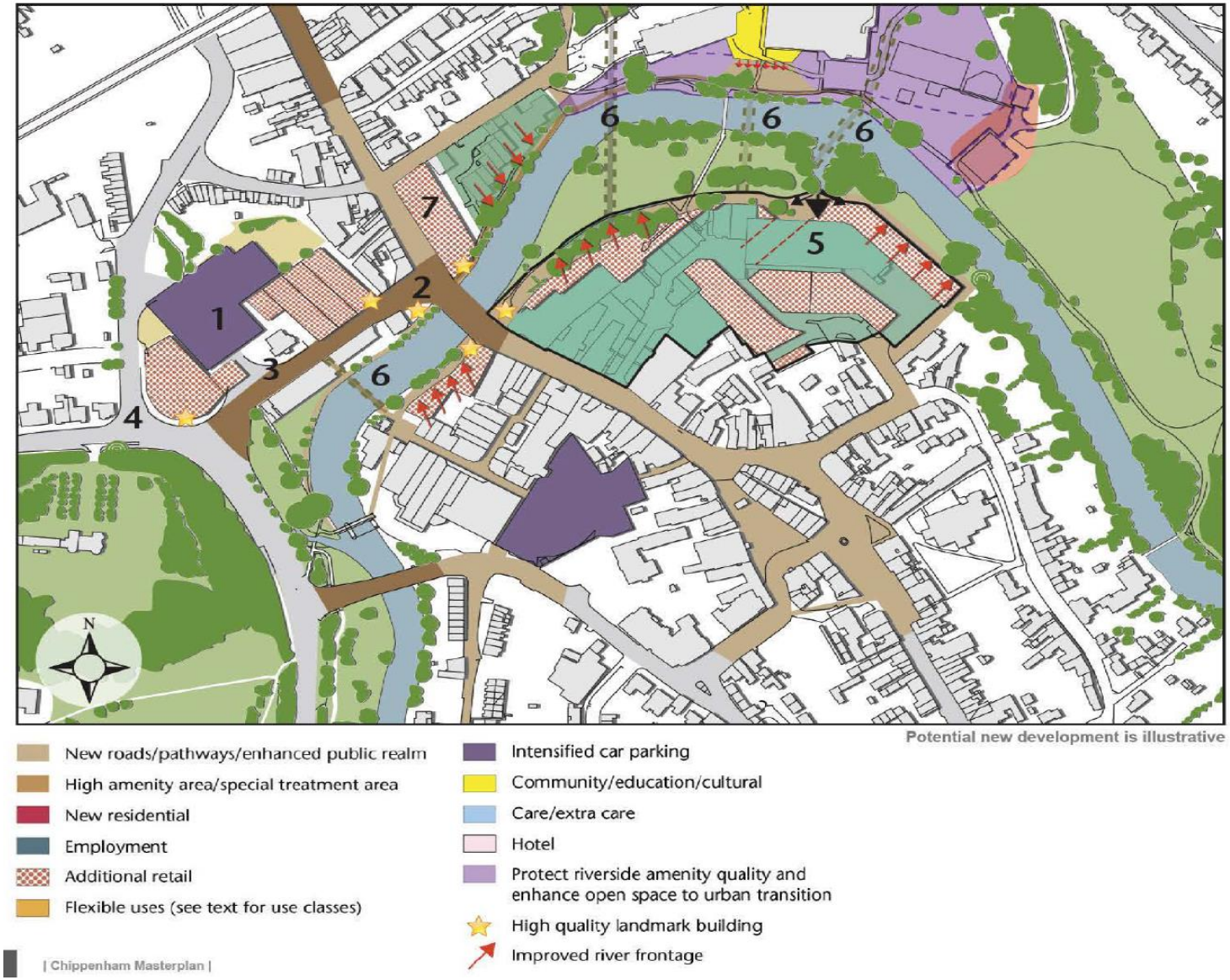
   - developing opportunities within the town centre (such as the Bath Road site for comparison retail) and leisure to anchor and catalyse improvements to the High Street’

   Pg. 22 ‘The High Street offer will be enhanced by retail development on the Bath Road/Bridge Centre site, which should provide suitable accommodation to attract a mix of retailers to help address leakage and enhance Chippenham’s position as a retail destination. Retail development can be further strengthened on areas fronting onto the river, and areas in close proximity of the town bridge’

   Pg. 28 ‘promoting the town centre by reinforcing the importance of the high street in the context of planned growth. This includes a key retail retail-led development at Bath Road that will provide a supermarket and high quality design with complementary town centre uses.’

   The High Street Masterplan, which includes the Bath Road Car Park/Bridge Centre is shown on **pg. 32** of the document, and reproduced as **Figure 1**.

Figure 1 – High Street Masterplan from Chippenham Central Area Masterplan (Draft)



In reference to the Bath Road Car Park/Bridge Centre site, **Figure 1** identifies that:

'1. Development at Bath Road/Bridge Centre must comprise development including a retail extension to the town centre and should provide a supermarket and comparison retail units plus intensified parking provision. A hotel and other complementary uses should also be provided

2. Provide clear visibility between the site and High Street to encourage footfall in both directions and associate the site with the heart of the town centre supported by reducing vehicular traffic and encouraging a high quality redevelopment at Jax Bar.

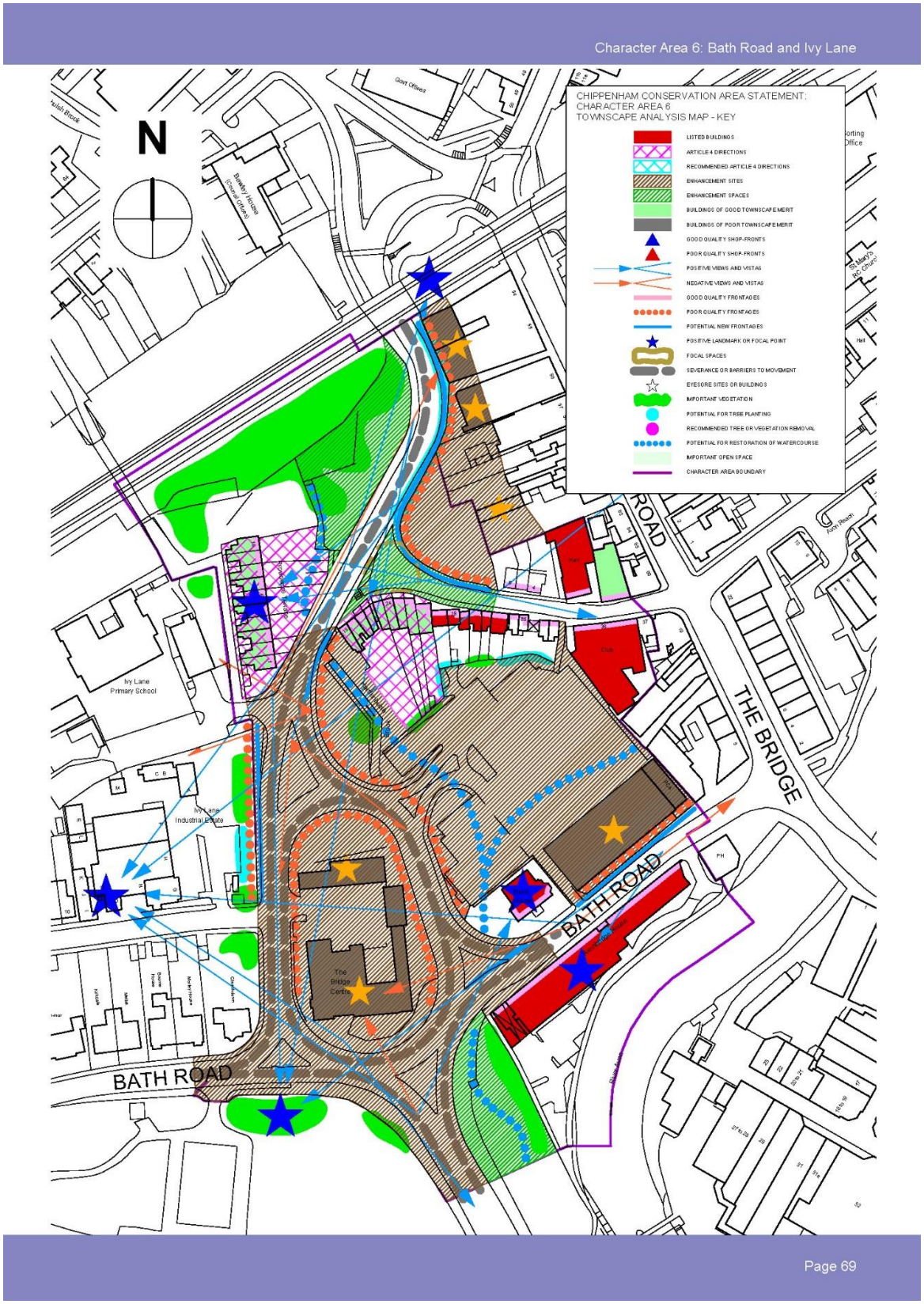
3. Bank House should be retained and enhanced with new development along Bath Road and its setting enhanced...'

Pg. 52 sets out a delivery strategy and phasing for development of the Bath Road/Bridge Centre site (Project A).

Chippenham Conservation Area Appraisal (2007)

10. The Bath Road Car Park/Bridge Centre site is located within the Bath Road and Ivy Lane Character Area. A Townscape Analysis Map of the Area is shown on **pg. 63** of the Appraisal and reproduced here as **Figure 2**. This identifies the site as an 'enhancement site', the market shed building as 'poor quality frontage' and a 'building of poor townscape merit', those frontages on to the gyratory as 'poor quality frontage', the culverts that run through the site as 'potential for restoration of watercourse', the Grade II Listed Bank House and Avonbridge House frontages as 'good quality frontages', 'important vegetation' on part of the site boundary to Foghamshire, and 'positive views and vistas' of Bank House from the south west, the laundry chimney from Bath Road and Ivy Lane, and the Cedar of Lebanon tree (located in the grounds of the Grade I Listed Ivy) from Bath Road and Ivy Lane.

Figure 2 – Townscape Analysis Map from Chippenham Conservation Area Appraisal


Character Area 6: Bath Road and Ivy Lane
CHIPPENHAM CONSERVATION AREA STATEMENT:
CHARACTER AREA 6
TOWNSCAPE ANALYSIS MAP - KEY
LISTED BUILDINGS
ARTICLE 4 DIRECTIONS
RECOMMENDED ARTICLE 4 DIRECTIONS
ENHANCEMENT SITES
ENHANCEMENT SPACES
BUILDINGS OF GOOD TOWNSCAPE MERIT
BUILDINGS OF POOR TOWNSCAPE MERIT
GOOD QUALITY SHOP-FRONTS
POOR QUALITY SHOP-FRONTS
POSITIVE VIEWS AND VISTAS
NEGATIVE VIEWS AND VISTAS
GOOD QUALITY FRONTAGES
POOR QUALITY FRONTAGES
POTENTIAL NEW FRONTAGES
POSITIVE LANDMARK OR FOCAL POINT
FOCAL SPACES
SEVERANCE OR BARRIERS TO MOVEMENT
EYESORE SITES OR BUILDINGS
IMPORTANT VEGETATION
POTENTIAL FOR TREE PLANTING
RECOMMENDED TREE OR VEGETATION REMOVAL
POTENTIAL FOR RESTORATION OF WATERCOURSE
IMPORTANT OPEN SPACE
CHARACTER AREA BOUNDARY
N
Bakery House (Grade II listed)
Ivy Lane Primary School
Ivy Lane Industrial Estate
The Bridge Centre
BATH ROAD
THE BRIDGE
Arch's Reach
Pub
Hall
Shops
Kitchen
Bakery
Bowie House
Marlborough
Greenhorn
Footbridge
Footpath
Footway
Footway
Footway

11. The Appraisal, at **pg. 65**, notes:

    ‘In general the longer distance views are the more pleasant. In addition to the views of the chimney, are views from Bath Road and Ivy Lane of an impressive Cedar tree in the grounds of The Ivy.” It goes on to explain that “The view from Bath Road is the most striking as the straight and enclosed nature of the street, particularly the imposing Avonbridge House, draws the eye to it.’

12. In terms of explaining the general character of the area **pg. 67** of the Appraisal states:

    ‘The large Bath Road car park is hidden from view by walls, scrub and the blank side of the former market sheds. For an area so close to the town centre, the area is much underused in terms of activities and density of development and these elements mean the area has much potential for enhancement. Opportunities exist particularly to better integrate the busy road into, and interact with the townscape, rather than it just passing through the town. There is also the potential to better connect the southern part of the character area with the town centre by bringing in more town centre activities.’

13. In terms of explaining buildings, spaces and townscape on and around the site **pg. 67** of the Appraisal states:

    ‘Bath Road is a linear space. Bank House and the former Nestle factory (Avonbridge House) are positive elements in the townscape, the bulk and length of the factory helping define the space and Bank House a distinctive free-standing building in the street (Fig 6.6). These buildings, and the corner building at No. 5 The Bridge, help define an appropriate urban scale for this town centre street.’

    It goes on to refer to the long and comparatively low-rise former market sheds on the site being a negative element in the townscape, which serves to undermine the urban nature of the street.

14. With respect to vegetation in the area the Appraisal, on **Pg. 70**, explains ‘Vegetation is a key element in the character of an area that is dominated by a busy road and lacking in density of built form.’ It goes on to explain ‘Some semi-mature trees and vegetation also provide a good screen between the Bath Road car park and the housing on the south side of Foghamshire.’

15. The Townscape Analysis Map for The Bridge & Lower New Road Character Area (**pg. 71**) notes No. 13 The Bridge as having ‘poor townscape merit’, ‘poor shopfront’ and ‘poor quality frontage’.

Chippenham Conservation Area Management Plan SPG

16. Within the Conservation Area Management Plan there are a series of eight 'Development Guidelines' for the Bath Road and Ivy Lane Character Area, referred to on **pg. 19**. Those most relevant to development on the Bath Road Car Park/Bridge Centre Site are:

    '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;

    4. New development in the character area that seeks to make better and more efficient use of under-used land should be encouraged;

    6. Development proposals that replace the market sheds with a suitably scaled active frontage should be encouraged;

    7. Produce an updated design brief for the Bath Road car-park and Bridge Centre gyratory area which aims to:

    - examine the opportunity, in consultation with the water authorities, to open out culverted parts of Hardenhuish Brook and better integrate it into the townscape as a positive element of the urban environment, which will improve biodiversity and amenity
    - 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

    8. Development proposals should be encouraged that include demolition of the Bridge Centre and redesign of the gyratory to reduce land take significantly and reintegrate this important inner gateway site with the urban fabric of the town centre and create a suitable high quality landmark building.'

C. REVIEW OF EVIDENCE

Market Assessment: Bridge Centre, Bath Road, Chippenham by Cushman & Wakefield (2019)

17. Wiltshire Council commissioned Cushman and Wakefield to provide a market assessment report on the Bridge Centre/Bath Road car park, which was published in December 2019. The report concluded that there are a number of viable end uses which could form the basis of a regeneration opportunity for the town. The key highlights from the Report's market assessment are summarised below:

    Residential – the Site offers a unique opportunity to deliver residential development within the centre of Chippenham, close to the town's amenities. The opportunity is to incorporate residential as part of a high density, mixed use regeneration initiative – residential is one of the highest 'end values' and therefore can act as a catalyst to support delivery of other less viable uses (i.e. employment / independent retail and leisure uses). This would deliver a unique product to the town centre, and seek to diversify the existing town centre offer.

    Offices – Site is well located close to town centre amenities and train station, albeit there is unlikely to be significant demand from traditional office occupiers due to viability challenges. It may be worth exploring the potential for less traditional office space, such as co-working hubs, or a combination of the two. In viability terms, it will be important to integrate employment uses with an element of 'value generating uses' to offset potential viability issues.

    Retail / F&B – Unlikely to be a viable development option in isolation due to the challenging sector backdrop. Inclusion of these uses as part of a mixed use scheme however is likely to be appealing, albeit provision may be more independent in nature. These uses will be important to integrate from a placemaking and regeneration perspective – high quality on-site amenity will also support attracting a premium for other uses

    Hotel – Unlikely to be significant demand due to key operators already being represented in the town. Conversations with operators recommended once the scheme options begin to emerge and the vision is clearer.

    Healthcare – the Site is well located for Care Home / Retirement uses given its proximity to the town centre and associated amenities. Demand is likely to be limited to local / regional operators. Health related uses can attract premium values, and is therefore a sector worth exploring.

18. The Report clearly demonstrates that a mixed-use scheme, as an extension to the town centre, and which amalgamates the two sites, could be commercially viable.

SWOT Analysis of Site

19. Members of the Neighbourhood Plan Town Centre Topic Group visited the Bath Road Car Park/Bridge Centre site in Winter 2019/20 and carried out a SWOT analysis to

identify existing constraints and opportunities on the site so that this could be used to inform a masterplan for the site. This results are provided in **Figure 3.**

Figure 3 – SWOT Analysis Table

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
Site is well located on edge of Town Centre	Buildings set back from Ivy Lane with no obvious building line and differences in scale	Improve pedestrian linkages between site and Town Centre	Cost of facilitating road infrastructure changes makes scheme unviable
Site is generally level	Site is dominated by traffic and surface car parking – unwelcoming and not pedestrian friendly	Previous industrial buildings on site associated with Nestle factory or surrounding historic buildings can provide architectural cue and context for new buildings	Loss of car parking for Town Centre
Some good quality trees on Bridge Centre part of site	Some poor quality trees on site	Increase biodiversity on site	
Cotswold stone is prevalent facing material in locality	Open nature of site provide little sense of enclosure	Provide gateway to the Town	
No major land assembly required	Highway arrangement splits site into two	Expand Town Centre	
High quality historic buildings on site and vicinity e.g. heritage assets – Bank House (Grade II Listed) on site, Avonbridge House (Grade II Listed) and Citadel Hall (non-designated heritage asset) adjoining	Rear of buildings on The Bridge and Foghamshire are viewed from within site	Site can present a smooth transition between finer grain of built form that surrounds eastern part of site (indicative of historic Town Centre) and more open, suburban grain that surrounds western part of site	
	Views into site from Bath Road/Town Centre blocked by single storey market shelter building which presents dead frontage to Bath Road. Market shelter building - Materials and scale do not reflect local vernacular	Increase sustainable drainage and climate change mitigation features	
	Site lacks any identity and is not attractive or distinctive	Increase tree planting on site	
	Located within Chippenham Conservation Area, but site does not currently contribute positively to its significance	Open up existing culvert on site	
	Poor biodiversity		
	Existing culverts on site		
	Heritage Assets – Bank House (Grade II Listed) on site, Avonbridge House (Grade II Listed) and Citadel Hall (non-designated heritage asset) adjoining		

D. COMMUNITY VIEWS

Pre-Vision Survey Results

20. The Pre-Vision Survey brought little comment regarding the Bath Road Car Park/Bridge Centre site. However, the quality (or lack thereof) of the condition of the town centre, retail offer, vibrancy and architecture featured strongly in terms of both the most and least liked aspects of the town centre. The full survey evidence can be viewed in **Appendix 1** of the Plan.

21. Accordingly it is considered that a well-designed and sensitive development on the site would be popular and beneficial to the local community. Such a development should provide a mix of uses which complement, rather than detract, from existing facilities in the town centre.

E. DISCUSSION

History of Site and Previous Proposals

22. The Bridge Centre/Bath Road Car Park site, in its current form, represents a longstanding blight on Chippenham town centre and a key regeneration opportunity for the town.

23. It is understood that the current site had, since the early part of the 19th Century, formed part of the Nestle complex. Aerial views from the 1950s show single storey factory/storage units, which would have served the main condensed milk factory facing the river on the opposite side of Bath Road. Bank House would have been the administration centre of the business. Since the 1940s the Bridge Centre site accommodated a NAAFI building, which in the 1960s was converted into a Youth and Community Centre. Both Bridge Centre and Bath Road Car Park sites were historically one site, with Ivy Lane being a two way street joining Bath Road.

24. After closure of the Nestle factory the buildings on the site remained derelict until the mid-1980s, when major road and building alteration works were implemented. The construction of Avenue La Fleche as an inner relief road led to the creation of the current gyratory system surrounding the Bridge Centre, separating the two sites. The main Nestle building was converted for offices (Avonbridge House), and the Bath Road Car Park was created. The existing metal roof structure over part of the car park was built for the Saturday market.

25. In the early 2000's work started on initial proposals to develop the sites. The Chippenham Conservation Area Appraisal produced a townscape analysis of the site (**Figure 2**) and the follow-up Conservation Area Management Plan SPG set out some development guidelines for future development of the site encouraging demolition of the Bridge Centre and redesign of the gyratory to reduce land take significantly and

reintegrate this important inner gateway site with the urban fabric of the town centre.

26. During 2012 Wiltshire Council had provisionally agreed a deal with a developer to build a retail-led development on the site. However, the development agreement stalled, partly on viability grounds and a lack of formal commitment from key occupiers, and certain retailers then committed to alternative options.

27. Chippenham Vision, was formally commissioned by Wiltshire Council in 2014, and the accompanying Chippenham Central Area Masterplan set out various proposals for the site's redevelopment, with a focus on proposals for a retail-led scheme (**Figure 1**). Although the Masterplan was never formally adopted as a development plan document, the work was translated into Core Policy 9 of the Wiltshire Core Strategy which also envisaged a predominantly retail-led development. The scheme was marginally viable albeit the level of infrastructure works required undermined the ability of the scheme to come forward.

28. In 2017 the then empty buildings on the Bridge Centre site were demolished. The site, as whole, remains today a mixture of surface car parking and highway.

Developing a New Masterplan

29. The principle of developing this site is in not in question, as advocated by the Chippenham Masterplan and Chippenham Conservation Area Management Plan SPG. The principle of amalgamating Bath Road Car Park and Bridge Centre sites, as established by both the Chippenham Conservation Area Management Plan SPG and Chippenham Masterplan is also still an aspiration which is shared by the Neighbourhood Plan. However, the Chippenham Masterplan and Core Policy 9 are not now fit for purpose because they:

    a) rely too heavily on a single, large, retail use and therefore would not be viable to progress in the current climate;

    b) do not ensure that high quality architecture and public realm would be provided;

    c) do not take into account subsequent sustainability and climate change pressures;

    d) do not take into account the Covid-19 pandemic;

    e) do not take into account pre-Covid-19 changes to the retail landscape and high street shopping;

    f) lack permeability through the site;

    g) lack community backing and involvement; and

    h) lack community uses and a community focal point.

30. A more detailed, up to date masterplan or design framework to secure a high quality, mixed-use alternative scheme on the site, which has community backing and puts the public realm at its heart, was therefore deemed essential by the Neighbourhood Plan

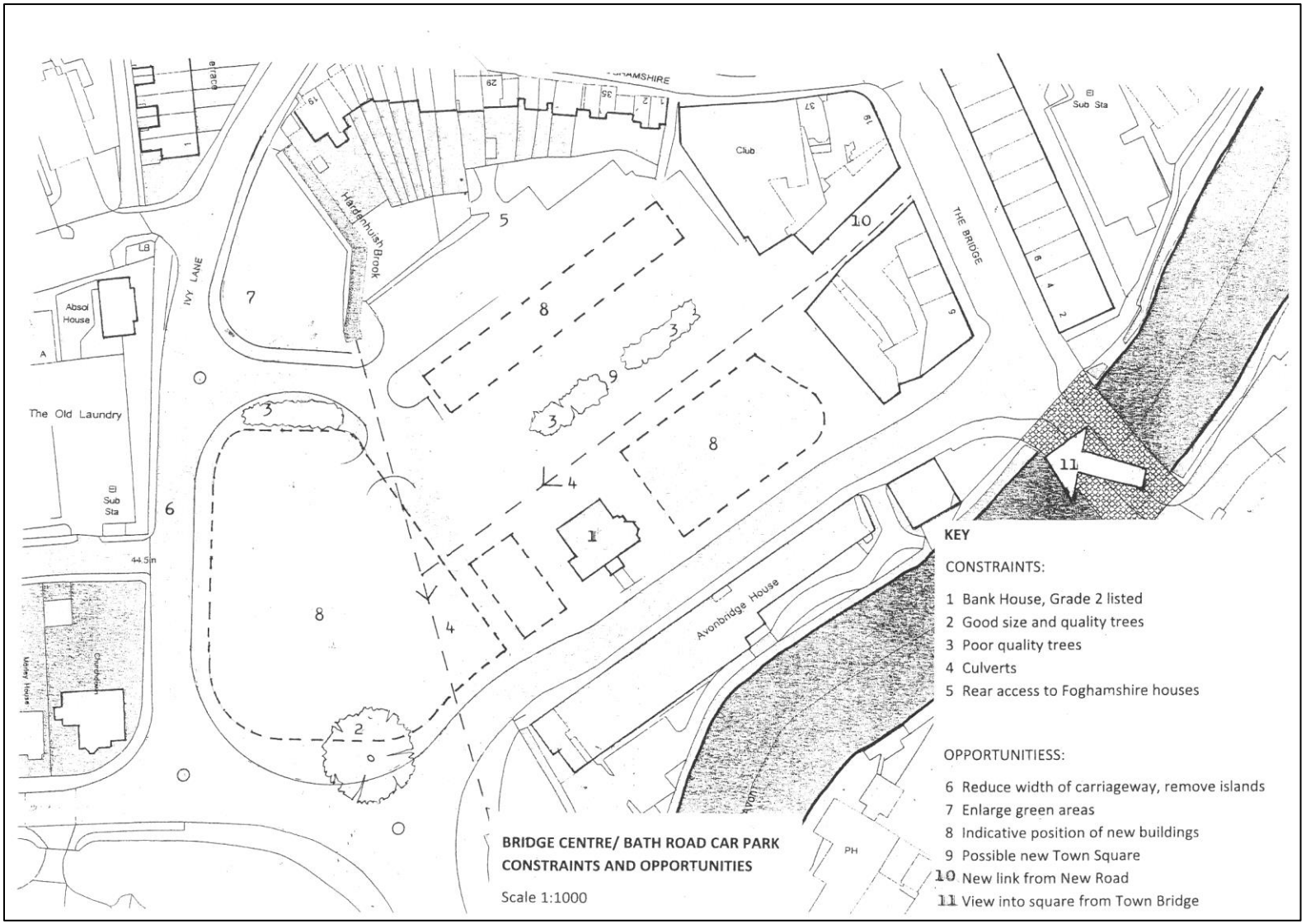
Town Centre Topic Group - a view also shared by Wiltshire Council and the Cushman & Wakefield Market Assessment (referred to earlier). It is also considered essential to link the sites and remove the gyratory system, although understandably this may only be feasible if other strategic highway works are implemented.

31. Given the above, it is therefore obvious that a new masterplan for the combined site is required, which amalgamates the two existing sites, incorporating the necessary highway changes, but that this be capable of being phased. This would enable part of the development on the Bath Road Car Park site to be implemented prior to completion of strategic highway works, with the Bridge Centre part implemented at a later date.

Constraints and Opportunities

32. The Neighbourhood Plan Town Centre Topic Group used their SWOT analysis (**Figure 3**) together with the Townscape Analysis in the Chippenham Conservation Area Appraisal (**Figure 2**) to create a Constraints & Opportunities Plan – the aim being to spatially identify some of the key constraints and opportunities that then might dictate the siting of any new buildings. This is shown in **Figure 4.**

Figure 4 – Constraints and Opportunities



33. The constraints shown on **Figure 4** include the setting of the Grade II Listed Bank House, existing trees and landscaping, culverts across the site, and requirement to retain rights of rear access for the houses in Foghamshire. The first three of these constraints could also be viewed as opportunities which could be used to the benefit of the site's re-development.

34. The Topic Group were keen to minimise any harm to the significance of the Grade II Listed Bank House (**Figure 5**) from development within its setting, but also considered that its current isolated nature was not a positive feature in the streetscene. Therefore areas outlined for new buildings were positioned away from the listed building in order to retain sufficient 'breathing space' around it.

Figure 5 – Grade II Listed Bank House Presents an Isolated Building in the Streetscene

35. The Topic Group considered there were a number of opportunities arising from re-development of the site (as shown on **Figure 4**). A key opportunity identified is the demolition of the existing market shed structures on the site, recognised as a 'building of poor townscape merit' in the Conservation Area Appraisal, and opening up of this corner of the site to improve pedestrian linkages between the site and town centre and glimpses into the site from the Town Bridge.

36. The Conservation Area Management Plan SPG recognised the need to 'reintegrate this important inner gateway site with the urban fabric of the town centre', and to make 'better and more efficient use of under-used land.' The Topic Group were therefore keen to take the opportunity to increase density and activity on the site by reintroducing a finer grain of built form to reflect the historic character and

appearance of the town centre, and the urban form that still adjoins the site to the north and east on Foghamshire and The Bridge.

37. In reintroducing a finer urban grain to the site it was deemed first necessary to 'provide an active frontage of suitable scale to Bath Road in place of the former market sheds' as advised by the Conservation Area Management Plan SPG.

38. In providing this new built frontage on the north side of Bath Road, reflecting the strong, 'good quality frontage' of Avonbridge House on the south side of Bath Road, the Topic Group then considered how best the remainder of the site behind the frontage could be developed and accessed.

39. The Topic Group identified some key opportunities arising from removing the gyratory and changing the traffic system. Just reducing the vast area of road, alongside the expected reduction in traffic resulting if a new distributor road were to be built around Chippenham, have the potential to create a much improved environment for pedestrians and cyclists. With Ivy Lane returning to two way, the existing three lane one way street could be reduced in width. The four existing traffic islands could be removed, and the green space to the north of the site enlarged. It is suggested that two pedestrian crossings be formed, and the street junctions between Bath Road, Ivy Lane and Avenue La Fleche managed with mini roundabouts, similar to the successful existing arrangement in the Upper Market Place.

40. The Topic Group also considered the redevelopment proposals could provide opportunities for new tree planting, introduction of sustainable drainage and climate change mitigation features, and would greatly improve biodiversity on the site, providing an attractive environment which the public will enjoy spending time in, when compared to the existing situation.

A New Public Square

41. The Topic Group considered that the site's close proximity to the town centre meant that there was a unique opportunity to make this a 'destination' site. They considered a new safe, secure and attractive public square, located at the heart of the development, would provide a public focal point for new development and would fulfil this requirement by attracting people into the site from the town centre.

42. The Group considered that for any new public square to work, it needed to be well enclosed by 'human scale' buildings so as not to be too large, but also not too small that public events/public art could not be held/be installed. This necessitated siting of a further new building to the northern part of the site, and western part of the site (where The Bridge Centre was formerly located) in order to appropriately enclose the square. It was also considered important to site any new building fronting on to Bath Road to enable a sight line to be attained of the public square from the Town Bridge, encouraging people to visit to enjoy its facilities.

43. The Topic Group considered that high quality materials, street furniture and soft landscaping (including trees) should be used throughout the public square to provide an attractive environment which the public can enjoy spending time in. Public art could also be provided to provide a distinctive, bespoke identity to the public square.

A main focal point/meeting place could be provided within the public square – in the form of a café, pavilion, water feature, or public art installation – to aid legibility and identity of the public square.

44. The Topic Group considered fully or partly opening up the existing culvert running though the site would, as suggested by the Conservation Area Management Plan SPG, 'better integrate it into the townscape as a positive element of the urban environment, which will improve biodiversity and amenity.' They considered this could present an opportunity as a water feature for the new public square.

45. In terms of access to the new square, this should primarily be from the Town Bridge, but the Topic Group also considered a new pedestrian link could be created into the square from New Road, connecting the site to the businesses in New Road, and assisting their viability. The obvious place to insert any such new pedestrian link was considered to be alongside Hardenhuish Brook culvert (which could be opened up), but would entail demolishing No. 13 The Bridge, a single storey RSPCA shop.

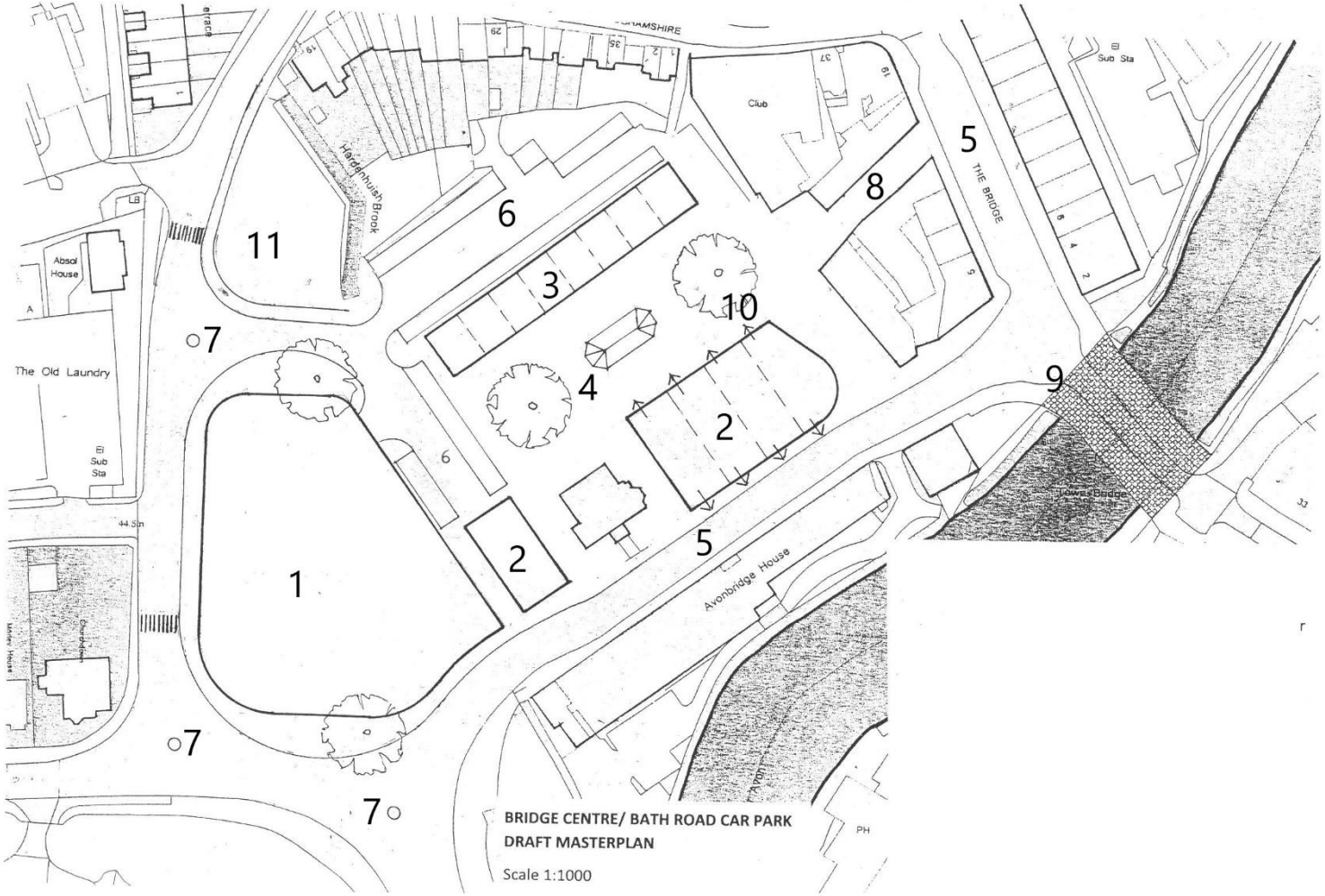
46. The demolition of No. 13 The Bridge (**Figure 6**) would enhance the significance of the Conservation Area, as the Conservation Area Appraisal notes the building is of 'poor townscape merit', has a 'poor shopfront' and has 'poor quality frontage'. The building is not specifically referred to in the Appraisal. It is one of a semi-detached pair dating from between 1921/22 - 1936/37 according to historic maps, and subsequently extended to the rear. It's flat roofed, single storey scale is at odds with the grander three storey buildings it is sandwiched between, and viewed from the rear it appears as a utilitarian structure. However, there is some attractive balustrading on the front elevation which could be re-used elsewhere.

Figure 6 – Demolition of No. 13 The Bridge Would Allow Opening up of Hardenhuish Brook (Left) and New Pedestrian Route into the Public Square from The Bridge

New Buildings

47. Following on from assessing the constraints and opportunities arising from redeveloping the Bath Road Car Park/Bridge Centre, the Topic Group produced a draft parameters plan showing indicative building locations, which it consulted the Neighbourhood Plan Steering Group and Town Council on in the early part of 2020. The draft parameters plan is shown in **Figure 7**. In producing this Plan the Topic Group were keen to state that this was not a design for the scheme, but an indication of the possible position and sizes of buildings, the suggested form of the open spaces and their connections to elsewhere in the town. Also shown was where and how car parking could be accommodated, and landscaping might be created. The uses of buildings were not prescribed but suggestions - the actual uses being dependent on market and other factors.

Figure 7 – Draft Parameters Plan



48. As shown on **Figure 7**, Zone 1 encompasses most of the former Bridge Centre site. The Chippenham Conservation Area Management Plan SPG advised that:

    'Development proposals should be encouraged that include demolition of the Bridge Centre and redesign of the gyratory to reduce land take significantly and reintegrate this important inner gateway site with the urban fabric of the town centre and create a suitable high quality landmark building.'

49. The Topic Group therefore considered that a high quality landmark building, to reflect the gateway to the Town Centre and prominence on a road junction, would best meet the above objective if it were slightly taller than 2-3 storey buildings surrounding it, and would therefore need to be around 3-4 storeys in height.

50. Any new building(s) within Zone 1 could accommodate parking on one or two of the lower levels. It could, should the need for parking require it, comprise entirely of a multi storey car park. In terms of other uses, it could include a retail store, hotel or offices. The Topic Group considered that any new building(s) in Zone 1 could have a more contemporary architectural style to reflect its standalone location away from other buildings and its landmark nature, that any new frontages to the public realm should be active frontages, and that trees around the perimeter of the gyratory are retained where possible to provide mature soft landscaped setting to any new building(s)

51. The Topic Group considered that any new building(s) to be located in Zone 2 should have a strong, active frontage on to Bath Road to replicate the strong building line of Avonbridge House, on the opposite side of Bath Road (as discussed previously).

52. In effect, the Conservation Area Appraisal dictated the scale of any new building(s) within Zone 2 advising that 'These buildings (Bank House and Avonbridge House), and the corner building at No. 5 The Bridge, help define an appropriate urban scale for this town centre street.' Bank House is 2.5 storeys in height, Avonbridge House is two storeys in height, and No. 5 The Bridge is three storeys in height. Therefore it was considered that a 2-3 storey building(s) would be an appropriate scale for Zone 2, with an upper limit of three storeys given that any modern buildings would have lower floor to ceiling heights than the historic buildings referred to, and would therefore be of a similar scale (**Figure 8**).

53. Within Zone 2 it was considered important that any new building(s) be: dual aspect, with entrances and windows on to Bath Road and into the site to provide active and attractive frontages to the public realm; have a more traditional architectural style to reflect the historic character of the surrounding area and this part of the Conservation Area; use Cotswold Stone as predominate facing material to reflect the local vernacular and complement the limestone rubble used on Avonbridge House and Bank House, and for robustness; incorporate large, vertical, glazed elements/windows to reflect the fenestration on Bank House/Avonbridge House/Citadel; have a pitched roof to reflect the local vernacular; use vertical elements and/or change of materials to reflect verticality of local buildings and help to break up massing of any new building(s) e.g. narrow terraced buildings generally surround the site to north and east

and have verticality in the street scene; and provide breathing space around Bank House in order to respect the setting of this listed building (as discussed earlier).

Figure 8 – The Scale, Fenestration and Materials of the Grade II Listed Avonbridge House Provide a Design Cue for New Buildings within Zone 2

54. The Topic Group considered that any new building(s) within Zone 2 could have the following uses - the ground floor could be retail, restaurant or other hospitality uses; with the upper storeys residential.

55. Within Zone 3 it was considered that any new building(s) should be no greater than two storeys in height to reflect the scale of the nearest buildings in Foghamshire (**Figure 9**) and given the need for a 'human scale' which presents an active frontage on to the new public square.

Figure 9 – Two Storey Buildings on Foghamshire that Adjoin the Site (Right)

56. The Topic Group considered that Zone 3 could accommodate low-cost, flexible units, with small floor areas – these could include start-up/incubator units, flexible working spaces, pop-ups shops, restaurants or cafes, arts or community space could be situated to the rear of the Bath Road car park site. Economical construction could keep the rents low and the units viable. They could be pre-fabricated or built from shipping containers, as at the very successful Wapping Wharf at Bristol Harbourside. They considered that this could be a lively diverse attraction, currently not existing in Chippenham. Given any new building(s) here would be of a standalone building(s) not forming part of a streetscene, a more contemporary, individual style of architecture could be justified in this location.

Impact on the Historic Environment

Impact on Chippenham Conservation Area

57. Through production of a design framework to guide future development of the Bath Road Car Park/Bridge Centre site it is considered that Neighbourhood Plan Policy TC1 would likely have a positive impact on the significance of Chippenham Conservation Area for the following reasons:

- Demolition of the existing market shed building and its replacement with a building of suitable scale to Bath Road in accordance with Paragraph 7 of the Chippenham Conservation Area Management Plan SPG (pg. 19)
- Demolition of No. 13 The Bridge - identified as being of poor townscape value in the Chippenham Conservation Area Appraisal
- Redesign of the gyratory to reduce land take significantly and reintegrate this important inner gateway site with the urban fabric of the town centre and create a suitable high quality landmark building (in Zone 1) in accordance with Paragraph 8 of the Chippenham Conservation Area Management Plan SPG (pg. 19)
- Removal of 'poor quality frontage' on to the gyratory as identified within the Conservation Area Appraisal
- Introduction of a finer urban grain which better reflects the former character and appearance of this part of the Conservation Area, through careful siting of new buildings
- New buildings of high quality design that make a positive contribution to local character and distinctiveness by taking cues, in terms of materials architecture and scale, from existing listed buildings at Bank House and Avonbridge House and those buildings that surround the site
- Retention of Category A or B trees which make a positive contribution to the significance of the Conservation Area
- Opening up of the culvert in accordance with Paragraph 7 of the Chippenham Conservation Area Management Plan SPG (pg. 19)

- Retention of ‘positive views and vistas’, identified in the Chippenham Conservation Area Appraisal, of Bank House from the south west, the laundry chimney from the south west, and the Cedar of Lebanon tree (located in the grounds of the Grade I Listed Ivy) from Bath Road and southern section of Ivy Lane.

58. It is considered that Neighbourhood Plan Policy TC1 would have either a negligible or slightly negative impact on, but would not result in harm to, the significance of Chippenham Conservation Area for the following reasons:

    - Siting of a new building within Zone 1 would likely obscure the ‘positive views and vistas’, identified in the Chippenham Conservation Area Appraisal, of the laundry chimney from Bath Road, and of the Cedar of Lebanon tree from the northern section of Ivy Lane

59. In summary, Policy TC1 would likely result in no harm to the significance of Chippenham Conservation Area. On the contrary, the many potential positive impacts which better reveal its significance would overwhelmingly outweigh the one negligible or slightly negative impact identified. The policy proposals would also comply with Section 16 of the NPPF on the historic environment and Core Policy 58 of the Wiltshire Core Strategy.

60. As can be seen from the above, the policy proposals would comply with Neighbourhood Plan Policy TC4 which sets out requirements for new development in Chippenham Conservation Area, in that they would: largely maintain positive views identified in the Chippenham Conservation Area Appraisal; new development would be of high quality design that makes a positive contribution to local character and distinctiveness; heritage assets (buildings, trees and other features) which make a positive contribution to the significance of the Conservation Area would be retained; and proposals would accord with development guidelines for the Bath Road and Ivy Lane Character Area as set out in the Chippenham Conservation Area Management Plan SPG.

Impact on Listed Buildings

61. It is considered that the development framework which forms Neighbourhood Plan Policy TC1 would likely either have a negligible impact, or result in less than substantial harm, to the setting of the Grade II Listed Bank House. This is because any new building(s) to be located within Zone 2 would be required to retain an appropriate gap to both sides of the listed building to ensure its setting is not compromised by the siting of new buildings.

62. Given the general absence of buildings within the immediate vicinity of Bank House, and the longer distance views that have opened up in recent years of the building from Bath Road and the gyratory, Bank House would likely become less visible in public views should the Bath Road Car Park/Bridge Centre site be redeveloped.

63. In particular, the replacement of the single storey market sheds building with any new 2-3 storey building located within Zone 2 would likely result in the side elevation of Bank House, above eaves level (including the oriel window), being obscured in views looking westwards along Bath Road. **(Figure 10)**. However, the views of Bank House

currently enjoyed would historically have been much more limited, particularly Pre-War, when a large storehouse was located on the site of the market sheds and slightly forward of this current footprint, as revealed by historic maps.

Figure 10 – View from Town Bridge Looking Westwards to Bank House

64. The less than substantial harm which may arise as a result of any new building being located within Zone 2 and affecting the setting of the listed building through the removal of views of the side elevation of the building when looking westwards along Bath Road, would be outweighed by the many public benefits of redeveloping the Bath Road Car Park/Bridge Centre site and restoring a streetscene along Bath Road, in accordance with the provisions of Paragraph 202 of the NPPF.

65. It is likely that there would be a negligible impact on the setting of the Grade II Listed Avonbridge House, given any new building(s) located within Zone 2 would be of a similar scale.

66. It is likely that there would be a negligible impact on the setting of the Grade II Listed Nos. 28-33 Foghamshire, and the Constitutional Club, which would adjoin the site boundary to the north. This is because any new building(s) to be located within Zone 3 would have an upper limit of two storeys in height, would be located some distance from these listed buildings, and would be located to the rear of these listed buildings.

67. It is likely that there would be a negligible impact on the setting of the Grade I Listed Ivy and West Wing, and Grade II* Listed Ivy Longhouse and Stables. This is because these listed buildings are not visible from the site or the gyratory, being obscured by extensive tree planting within the frontage of their grounds.

68. It is likely that there would be a negligible impact on the setting of the non-designated heritage asset, Citadel Hall, which immediately adjoins the site to the east. This is because any new building(s) to be located within Zone 2 would be of a similar scale to Citadel Hall and would be set back from this building.

F. CONCLUSION

69. The parameters plan produced to accompany Neighbourhood Plan Policy TC1 aims to remedy the poor townscape and highway-dominated public realm that currently exists on the Bath Road Car Park/Bridge Centre Site, and provide a new 'place' for Chippenham, which connects it into the town centre. Removing the gyratory would reduce the large areas of tarmac for the benefit of cyclists and pedestrians, and the new buildings would be arranged around a new public square to help create such a 'place'. A new pedestrian link from the proposed public square to The Bridge would improve access to and from the new development, as well as assisting in the viability of the businesses on The Bridge/New Road.

70. The vision for the re-development of the Bath Road Car Park/Bridge Centre site is realised through an indicative design framework in Policy TC1 to guide future development proposals on the site. It comprises: a) general principles and b) a parameters plan - this indicates zones for buildings and their suggested scale, the suggested form of open spaces, and site connections to elsewhere in the town amongst other things. Also shown on the parameters plan is where and how car parking could be accommodated, and how new landscaping might be created. The suggested uses of buildings are those that are desired by the community and those that could be viable - although it is acknowledged that the actual uses would also depend on the market and viability.

71. As demonstrated in Section D. of this Topic Paper the development framework which forms Neighbourhood Plan Policy TC1 would likely better reveal the significance of Chippenham Conservation Area. It would likely have a negligible impact, or cause less than substantial harm, to the Grade II Listed Bank House. It would likely have a negligible impact on other listed buildings and non-designated heritage assets in the vicinity of the site.

INSERT A – LISTED BUILDING DESCRIPTIONS

Bank House

ST9173SE BATH ROAD 930-1/9/1 (North side) 22/06/78 Bank House (Formerly Listed as: BATH ROAD Nestle's Office)

II

Offices. c1873. Squared, coursed limestone rubble with freestone dressings, slate roof with central ashlar ridge stack. 2-room central-entry plan with rear wing. EXTERIOR: 2 storeys with attic; symmetrical 3-window range. The moulded stack has a continuous coping above the flues; gabled dormers with wide bracketed eaves and C20 2-light casement windows; wide eaves, swept and bracketed with tie-beam, archbraces, pendants and finial to the bargeboards of the gable ends; chamfered rusticated quoins; rusticated freestone architraves to plate-glass sash windows; the right return has a single-storey canted bay with a hipped freestone roof, one sash window to the 1st floor and an oculus to the apex; C20 steps and ramp to a prostyle portico with a balustraded parapet over square columns, paired to the front; double doors with bolection moulding to small panels. INTERIOR: not inspected but noted as having half-panelled rooms and a marble fireplace. Probably built c1873 and erected as offices to the Nestle's Warehouse and Factory (qv).

Avonbridge House

ST9173SE BATH ROAD 930-1/9/2 (South side) 22/06/78 Avon Bridge House (Formerly Listed as: BATH ROAD (South side) Nestle's Warehouses)

II

Warehouses and factory, now offices. c1873 and later rebuilding of an earlier cloth factory. Squared coursed limestone rubble with freestone dressings and slate roof. 2 blocks, both rectangular plan (and part of a wall to 3rd block to the left, east, now demolished). EXTERIOR: 2 storeys and attic; block to the left 10-window range, taller block to the right 18-window range. C20 glazing to tall segmental-arched windows with rusticated architraves; similar quoins and jambs to wide segmental arches and to each end and centre. The block to the left has a more steeply pitched roof, a blank left return and a pyramidal bellcote (restored); the block to the right has stone coping over stepped freestone blocks to the right return which has one window to the attic, 3 to the 1st floor and one to the ground floor. INTERIOR: not inspected but noted as retaining original cast-iron columns and beams. HISTORY: the site was acquired in 1873 by the National Anglo-Swiss Milk Company for their 1st factory in Britain. (Jefferies S (Chippenham Civic Society): A Chippenham Collection: Chippenham: 1987-: 45-46).

Nos. 28-30 Foghamshire

ST 97 SE CHIPPENHAM FOGHAMSHIRE (South side) 930-1/9/29 Nos.28-30 (Consec) 22.06.1978

GV II

Row of 3 cottages, now two dwellings (Nos 29 and 30 are one unit). Mid/late C18, No. 30 restored 1985 for the Chippenham Civic Society. Limestone rubble; freestone quoins to Nos. 28 and 29, which is painted to the front and has a double-Roman tile gambrel roof swept at the eaves with 2 raking dormers and brick ridge stack to party wall. No. 30 has stone slate roof with large C19 gabled dormer with a 2-light casement window. Nos. 28 and 29 of single storey with attic, each cottage one-window range. Timber lintels to openings. Steps up to C20 6-panel doors to the left of each cottage. C19 casement windows of 2 panes to each leaf. No. 30 has single-storey one-window front with attic, with steps up to C20 six-panel door under timber lintel and C19 plain freestone surround to paired 6/6-pane sash to centre. Two-storey rear wing with timber lintels over openings. INTERIORS: not inspected. Nos. 28 and 29 comprise an externally intact example of C18 artisan cottages. No. 30 included for group value.

Nos. 31 and 32 Foghamshire

ST9173SE FOGHAMSHIRE 930-1/9/30 (South side) 22/06/78 Nos.31 AND 32

GV II

Two cottages. Early C19. Limestone ashlar, painted to No.31 to the right, slate roof hipped to the left and coped gable to the right, with central ashlar ridge stack to the party wall. One-unit plans with rear wings. EXTERIOR: 2 storeys; each cottage is one-window range. Platband and plinth; 8/8-pane sash windows to the 1st floor, paired 6/6-pane sash windows in 2-light stone-mullioned openings to the ground floor; edge-roll moulded openings to 6-panel doors to the outer ends. INTERIOR: not inspected.

No. 33 Foghamshire

ST9173SE FOGHAMSHIRE 930-1/9/31 (South side) 22/06/78 No.33

GV II

House. Late C17/early C18. Limestone rubble with triple-Roman gambrel roof with 2 C19 raking dormers. 2-unit plan with long rear wing. EXTERIOR: 2 storeys with attic; 2-window range. Cyma-moulded stone-mullioned 2-light windows with C19 2-pane casements to the 1st floor; continuous hoodmould over cyma-moulded ground-floor windows, 2-light with 6/6-pane sashes to the left and a single light 4/4-pane sash to the right. To the right of centre is a chamfered architrave and hood on brackets to a C20 6-panel door. The right return has a blocked 3-light stone-mullioned window to the apex. INTERIOR: not inspected.

No. 36 Foghamshire (the Constitutional Club)

ST9173SE FOGHAMSHIRE 930-1/9/32 (South side) 22/06/78 No.36 Constitutional Club

GV II

Constitutional club. Dated 1909. Squared rusticated limestone rubble with freestone dressings; hipped slate roof with ashlar hexagonal moulded stack to the left of centre of the front slope and rear wing. L-shaped plan. EXTERIOR: 2 storeys; 6-window range. Freestone quoins; parapet with recessed panels over windows, quatrefoils to outer ends and 2 lion-head gargoyles to square moulded cast-iron rainwater heads and square downpipes; continuous hoodmoulds and moulded architraves to 2-light mullioned and transomed cross windows; gabled entrance range to left of centre. The projecting entrance bay has a semicircular pediment with the Chippenham coat of arms and "1909" over a balcony which has door and side lights framed by square Tuscan columns and entablature. Iron railings front the semicircular balcony on Ionic columns which forms a porch; this has a semicircular arch to double doors with bolection moulding. To the far left is an elliptical arch with stepped voussoirs and radial fanlight leading to a set-back brick single-window range. INTERIOR: not inspected.

The Ivy and West Wing

ST9173SE BATH ROAD 930-1/9/5 (South side) 25/04/50 The Ivy and The Ivy West Wing (Formerly Listed as: BATH ROAD The Ivy)

GV I

Manor House, now 2 dwellings. Dated 1728 with some C17 fragments. Built for John Norris. Limestone ashlar north and east facades, squared rubblestone with freestone dressings to the rear; stone slate roof hipped to the rear; moulded ashlar stacks with paired shafts to ridges and former gable ends. Baroque style. H-shaped plan with service wing to the west, now separate dwellings (The Ivy Longhouse and The Ivy Stables (qqv)). EXTERIOR: 2 storeys with attics and basement; symmmetrical 7-window range, i.e. 2-windows to outer wings flanking recessed 3-window range. A cornice and parapet encircle the building, the cornice is dentilled and the parapet balustraded to the front. The projecting front 2-window range wings have banded rusticated quoins topped by urn finials from which the parapet sweeps up to segmental pediments. 6/6-pane sash windows. 2 dormers with segmental heads, windows to the gable attics have thick glazing bars, raised surrounds with keystones and moulded imposts. Moulded architraves, those to the 1st-floor have shaped aprons, ground-floor windows have cornices and aprons, those flanking the door have semicircular arches. The central bay, stepped slightly forward, is flanked by pilasters supporting an open pediment and tall parapet with shaped raised and fielded panels, a cornice and blocking course with urn finials to sides and centre. The tympanum has a recessed semicircular-arched panel with a mask keystone and carving over the 1st-floor window. Mid C19 half-glazed double doors with margin panes, semi-elliptical radial fanlight, moulded archivolt, imposts and mask keystone, are set in a pedimented doorcase with paired engaged Ionic columns supporting a pulvinated frieze and dentilled cornice. The quoins of the projecting side wings are crowned by urns, the wall sweeps up to support full-width segmental-arched pediments over semicircular-arched attic windows with keystones and moulded imposts. Lead rainwater heads and downpipes with a raised ivy leaf are dated 1728. The east facade has 2 gables to the former building rising behind the parapet, slightly projecting central range with a semicircular-arched window with mask keystone and moulded imposts over a pedimented window which is flanked by single-storey splayed bay windows with parapets (added in 1758). The rear, south garden

front has gabled dormers to the hipped wings and centre. The projecting wings are full-height canted bays with moulded architraves and bracketed sills to windows. 9/9-pane sash windows to the 3-window range central block. The 1st-floor windows have semicircular arches, keystones and continuous impost and sills. The ground-floor windows have segmental heads flanking a shell hood on brackets. INTERIOR: includes large diagonally-paved, panelled entrance hall with a modillion cornice, 2 elaborate stone chimney-pieces, an open-well, open-string staircase with turned balusters and swept hand and dado rail. The drawing room has full-height bolection-moulded panels; paired, fluted Corinthian pilasters flanking a circular panel over an elaborate fireplace with Corinthian columns and a mask centre piece. HISTORY: dated 1728 and built for John Norris, lawyer and MP for the borough in 1713. C18 work represents remodelling of an early C17 house; restored 1981 by Julian Bannerman. Possible architects for the house include John Strahan, William Halfpenny, William Killigrew or Thomas Greenway. (Country Life Magazine.: Jackson-Stopps, Gervase: The Ivy, Chippenham (September 3 and 10 1992): 66).

The Ivy Longhouse and Stables

ST9173SE BATH ROAD 930-1/9/4 (South side) 25/04/50 The Ivy Longhouse and The Ivy Stables (Formerly Listed as: BATH ROAD The Ivy)

GV II*

Service wing with dovecot and stables to Ivy House (qv), both are now dwellings. C17, remodelled early C18. Limestone ashlar, stone slate roof hipped to the right end of the stables, moulded ashlar ridge stacks to the left of the service wing with a bellcote between. The service wing is 3-unit plan; the stables, continuing to the right, are sub-divided. EXTERIOR: 2 storeys; the service wing is symmetrical 7-window range. 7-bay front with rusticated quoins to central pedimented bay and to entrance bays in centre of each flanking range. One bay to the left is now part of The Ivy West Wing (qv). The Ivy Longhouse and The Ivy Stables are each 3-window range. Cornice and parapet to the front, platband and parapet to the rear. The central range and those inside of left and right are stepped slightly forward with chamfered rusticated quoins. Raised surrounds and roll-edge stone-mullioned leaded windows; those to the 1st floor have 3-lights to the centre under a pediment, flanked by 2-light windows. The central ground-floor Venetian window is flanked by 2-light windows with a semicircular arch to each light and moulded imposts. The 2 projecting side bays have a raised surround with keystone and imposts to semicircular-arched doorways with radial fanlights. Rear includes C17 moulded stone mullioned windows with thick glazing bars to early C18 sashes. INTERIOR: stone-flagged floors to the ground floor, some wide oak boards to the upper floors. A through-passage to the inside left has double doors approx 3m tall with C18 hinges, locks, bolts, chain, etc. The room to the left of the passage, the former servants' hall, has a stone segmental arch to an open fire which is flanked by C18 cupboards with 3-panelled doors. The room to the right of the passage has a wide segmental arch to an open fire backing onto the passage with a segmental-arched recess to the left, possibly a former bread oven. Against the right-hand wall is a large C19 dresser. The room to the far right (at the centre of the block in the pedimented range), is now a C20 stairwell. This range was formerly a dovecote and the 1st-floor walls are lined with angled ashlar recesses. 1st-floor rooms to the left have C18 edge-roll-moulded stone fireplaces. Evidence of C18 alterations are visible in

the oak-boarded attic. The C17 3-bay tie-beam roof has threaded purlins to the front which have been cut to accommodate the gable behind the C18 pediment. Other purlins are trenched, the ridge is in notch. (Chamberlain, Joseph A: Chippenham: Chippenham: 1976-: 126; Country Life Magazine.: Jackson-Stopps, Gervase: Country Life September 3 1992).