CHIPPENHAM NEIGHBOURHOOD PLAN_

Chippenham Town Council

Buildings of Local Merit Topic Paper

Appendix 16

Updated February 2023

POLICY OBJECTIVE(S)

- Preserve and enhance the special historic character of the town centre by ensuring that new development, including advertising and shopfronts, is sympathetically and sensitively designed, and enhances the significance of heritage assets.

A. INTRODUCTION

1. Chippenham's original Saxon town plan was modified over the centuries by the town's growth due to its importance on the east-west trading route, the marketing of agricultural and woolen products, and industrial manufacture such as that related to the railways. The resulting built environment is notable by its variety.
2. The town has good examples of all periods of architecture, ranging from the medieval to the present day. Its quality is also varied. For example, some early buildings, whilst mostly now protected through listing, have in the past suffered through inappropriate alterations. This is particularly so for those that just fall outside the listing criteria, such as groups of late 19th and early 20th century houses, many of which are defaced with UPVC windows and the painting over of facades.
3. Architecture from the mid-20th Century to the present day is equally varied in style and quality. Chippenham Conservation Area has some good examples of this, but equally, in prominent locations, some extremely poor examples of this period. Groups such as the Civic Society and local individuals put pressure on the authorities to remove and redevelop these 'eyesores'- generally without success. The effect of this is twofold: the quality of good 20th Century buildings tends to be overlooked, and new development often results in a poor pastiche of earlier styles.
4. Neighbourhood Plan Policy TC5 seeks to recognise these buildings and structures as locally important non-designated heritage assets. These non-designated heritage assets, mostly of Post-War origin, have either been overlooked or are now becoming to be appreciated because of recent changing attitudes towards conservation, and because of their inherent architectural quality, which makes a positive contribution to the significance of Chippenham Conservation Area.

B. PLANNING POLICY CONTEXT

5. 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)

National Planning Policy Framework (NPPF)

6. The following paragraphs of the NPPF are applicable to Buildings of Local Merit:

    Annexe 2 Glossary. 'Heritage Asset - A building, monument, site, place, area or landscape identified as having a degree of significance meriting consideration in planning decisions, because of its heritage interest. It includes designated heritage assets and assets identified by the local planning authority (including local listing).'

    189. 'Heritage assets range from sites and buildings of local historic value to those of the highest significance, such as World Heritage Sites which are internationally recognised to be of Outstanding Universal Value. These assets are an irreplaceable resource, and should be conserved in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of existing and future generations.'

    203. 'The effect of an application on the significance of a non-designated heritage asset should be taken into account in determining the application. In weighing applications that directly or indirectly affect non-designated heritage assets, a balanced judgement will be required having regard to the scale of any harm or loss and the significance of the heritage asset'.

Planning Practice Guidance (PPG)

7. Paragraph 39 of the Historic Environment PPG states 'Non-designated heritage assets are buildings, monuments, sites, places, areas or landscapes identified by plan-making bodies as having a degree of heritage significance meriting consideration in planning decisions but which do not meet the criteria for designated heritage assets.'

8. Paragraph 40 goes on to explain:

    'There are a number of processes through which non-designated heritage assets may be identified, including the local and neighbourhood plan-making processes and conservation area appraisals and reviews. Irrespective of how they are identified, it is important that the decisions to identify them as non-designated heritage assets are based on sound evidence.

    Plan-making bodies should make clear and up to date information on non-designated heritage assets accessible to the public to provide greater clarity and certainty for

developers and decision-makers. This includes information on the criteria used to select non-designated heritage assets and information about the location of existing assets…'

Wiltshire Core Strategy

9. The following policies of the Wiltshire Core Strategy are applicable to Buildings of Local Merit:

   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.'

Chippenham Conservation Area Management Plan SPG

10. The Chippenham Conservation Area Management Plan was adopted as Supplementary Planning Guidance in April 2010. It uses the Conservation Area Appraisal as a base from which to draw a number of development guidelines and enhancement proposals for each of the 18 different Character Areas. It also identifies a number of general development principles for the whole Conservation Area on pages 6-7, one of which is these being:

    'E: The Conservation Area contains a large number of buildings of special architectural or historical interest and these are an important component of the town...'

11. Neighbourhood Plan Policy TC5 therefore seeks to add local policy detail to existing development plan policies, in order to achieve greater appreciation and understanding of these heritage assets, which ultimately helps to achieve national policy objectives relating to the historic environment, and CP58's overarching aim to protect, conserve and enhance Conservation Areas and non-designated heritage assets.

C. REVIEW OF EVIDENCE

Neighbourhood Planning and the Historic Environment, Historic England Advice Note 11 (2018)

12. The Advice Note explains how neighbourhood plan policies can positively contribute towards conservation and enhancement of the historic environment.

13. Page 3 explains: 'Neighbourhood plans contain 'non-strategic' policies which should be used to set out more detailed policies for specific areas, neighbourhoods or types of development, such as policies that help to conserve and enhance the historic environment. At its simplest this might mean identifying the features of the area's historic environment that are valued by the local community and preparing policies to ensure the need for their conservation is given appropriate weight in decisions.'

14. The Advice Note explains 'Preparing a list of locally-valued heritage assets independent (at least initially) of any local list endorsed or developed by a local planning authority, neighbourhood planning groups may wish to consider if any buildings and spaces of heritage interest are worthy of protection through preparing a list of locally-valued heritage assets that is referenced in neighbourhood plan policy…' (pg. 12)

15. It is clear from the Advice Note that the listing of non-designated heritage assets is a task suited to neighbourhood planning groups, followed through via neighbourhood plan policies which can be used effectively to positively contribute towards conservation and enhancement of the local historic environment.

Local Heritage Listing: Identifying and Conserving Local Heritage, Historic England Advice Note 7 (2021)

16. The Advice Note provides information on local heritage listing of heritage assets such as buildings, monuments, sites, places, areas or parks, gardens and other designed landscapes, to assist community groups, owners, applicants, local authorities, planning and other consultants, and other interested parties in implementing historic environment legislation, the policy in the National Planning Policy Framework (NPPF) and the related guidance given in the Planning Practice Guidance (PPG).

17. Paragraph 3 explains 'Inclusion on a local heritage list based on sound evidence and criteria delivers a consistent and accountable way of recognising non-designated heritage assets, no matter how they are identified, to the benefit of good planning for the area and of owners, developers and others wishing to understand local context fully. The process of preparing a local heritage list allows communities and neighbourhood plan-making bodies, in partnership with local planning authorities, to identify local heritage that they would like recognised and protected.'

18. Paragraph 23 sets out how non-designated heritage assets can be identified through neighbourhood plans:

    'Work in preparing a Neighbourhood Plan may thus usefully include the development of a policy which sets out how proposals affecting non-designated heritage assets on a

list will be considered, and consideration of which buildings and sites might merit inclusion on a local heritage list. The Historic Environment section of the PPG points out the usefulness of 'any designated and non-designated heritage assets within the plan area [being] clearly identified at the start of the plan-making process so they can be appropriately taken into account' (paragraph 005). A local heritage list prepared as part of a Neighbourhood Plan for an area will be produced through the community because these plans are researched, written and voted on by the people who live in the neighbourhood. They thus have direct power to develop a shared vision for their neighbourhood and shape the development and growth of their local area.'

19. The table on Page 11 of the Guidance gives commonly applied selection criteria for assessing the suitability of assets for inclusion in a local heritage list.

Selection of Buildings of Local Merit

20. In calling for possible buildings to designate as Buildings of Local Merit members of the Neighbourhood Plan Town Centre Topic Group determined that buildings and structures should be identified as Buildings of Local Merit as a result of either:

    - being very good examples of traditional or established style, or unusual type; and
    - being buildings or structures which contribute towards the local townscape or have important historical associations; and/or
    - Remaining largely intact and not adversely affected by later extensions or alterations.

21. This list was then confirmed and added to by Steering Group Members and Chippenham Civic Society Members, before being checked against the Wiltshire & Swindon Historic Environment Record (HER).

22. The seven selection criteria provided on Page 11 of the Local Heritage Listing: Identifying and Conserving Local Heritage, Historic England Advice Note 7, were then used to assess each suggested building for designation. The table was researched by members of the Town Centre Topic Group, Head of Planning at Chippenham Town Council, and staff at Chippenham Museum using site visits, local sources, internet sources, review of the HER, and review of the Chippenham Conservation Area Character Appraisal. The results are presented in **Table 1** at the end of this Topic Paper.

D. COMMUNITY VIEWS

Pre-Vision Survey Results

23. The Pre-Vision engagement survey brought little specific comment regarding non-designated heritage assets. However, when the community was asked what they most liked about Chippenham (Q.1) 32 mentions were related to the historic environment and 6 mentions were related to architecture.

24. When the community were asked what they least liked about Chippenham (Q.2) 30 mentions were related to public realm & architecture (e.g. architecture, areas looking tired and scruffy, derelict buildings, neglected, shabby public realm, unattractive shopfronts/signage and unattractive buildings) and 10 mentions were related to the historic environment (e.g. Chippenham doesn't make most of heritage, historic buildings not maintained, lack of respect for historic buildings, loss of historic buildings).

25. Question 3 of the Survey asked the community 'Looking to the future, what kind of place should Chippenham become?' 36 mentions were related to 'celebrating and protecting the historic environment'.

26. Question 4 of the Survey asked the community to select the five topics they felt were most important to Chippenham. The historic environment was selected 133 times and was considered the 10th most important topic out of the 17 topics the community were asked to choose from.

27. The full survey evidence can be viewed in Appendix 1.

28. Whilst the Survey results do not show the historic environment to be among the top issues facing Chippenham, the Survey nonetheless demonstrates that the community clearly consider the protection of the historic environment to be of importance.

29. Neighbourhood Plan Policy TC5 will help to protect buildings which the community wishes to see retained by recognising them as Buildings of Local Merit, and also ensure the continuing contribution these buildings make to Chippenham Conservation Area.

Engagement with Community/Stakeholders

30. The Neighbourhood Plan Town Centre Topic Group initially drew up a suggested list of Buildings of Local Merit. This was then passed on to the Steering Group to review and add to.

31. In 2021 an article was published in Chippenham Civic Society's newsletter, the Buttercross Bulletin, inviting Society Members to submit suggestions for Buildings of Local Merit.

E. DISCUSSION

32. The results from the Pre-Vision Survey evidence that the local community value Chippenham's historic environment and want to see it conserved for existing and future generations to enjoy. The Neighbourhood Planning and the Historic Environment Advice Note 11 confirms listing of non-designated heritage assets as appropriate through Neighbourhood Plan policies.

33. A strong planning policy framework currently exists to protect listed buildings, of which many are located in Chippenham and predominantly within Chippenham Conservation Area where they contribute positively to its significance. However, in reviewing the existing Conservation Area Appraisal it became apparent to the Town Centre Topic Group that there were a number of buildings located in the Conservation Area (primarily of Post-War origin), which were not currently statutory listed. These non-designated heritage assets had either been overlooked or were now becoming to be appreciated because of recent changing attitudes towards conservation, and because of their inherent architectural quality, which makes a positive contribution to the significance of the Conservation Area.

34. One of the more recent legislative changes to planning has been the power for councils to 'Locally List' buildings as non-designated heritage assets - where a building is not good enough to be statutorily listed, but is still considered to make a positive contribution to the character of an area. It was therefore determined that a number of such non-designated heritage assets in the Conservation Area be identified as Buildings of Local Merit in a Neighbourhood Plan policy, in order to afford these buildings some protection from inappropriate development and help to conserve and enhance the historic environment.

35. Suggestions for 11 Buildings of Local Merit were put forward based on the above criteria by members of the Neighbourhood Plan Town Centre Topic Group, Steering Group and Chippenham Civic Society and subsequently assessed using Historic England selection criteria, which included age, rarity, architectural and artistic interest, group value, archaeological interest, historic interest, and landmark status of each structure or building. A further five pillbox buildings were added by the Steering Group post Regulation 14 Consultation. The results are shown in **Table 1**.

36. All suggested buildings were considered suitable for designation by the Steering Group following this selection criteria assessment.

F. CONCLUSION

37. Throughout Chippenham Conservation Area there are buildings and structures that, whilst not being of sufficient historic significance and/or architectural interest to have

benefitted from statutory listing in the past, have a distinct and valued local character and/or appearance that are worthy of retention as part of development proposals.

38. Neighbourhood Plan Policy TC5 recognises 11 buildings and structures as locally important non-designated heritage assets, or Buildings of Local Merit, which have both individual heritage value for the local community, and which make a positive contribution to the significance of Chippenham Conservation Area.

39. By having a Neighbourhood Plan policy which identifies non-designated heritage assets, it allows their heritage value to be captured in the decision making process and therefore improves the quality of future decision making.

Table 1 – Justification for Designating Buildings of Local Merit

Building of Local Merit	*Age, Description and Current Condition*	*Rarity*	*Architectural and Artistic Interest*	*Group Value*	*Archaeo-logical Interest*	*Historic Interest*	*Landmark Status*
Reel Cinema, No. 91 Marshfield Road	Opened in 1939 and originally named 'The Astoria' this was a purpose built, independently run, cinema for Chippenham. During the Post-War period inappropriate retail units were created adjacent to the entrance, and further neglect occurred. It underwent an extensive £2m refurbishment and restoration in 2018. The shops flanking the entrance were removed and incorporated into a new foyer. Restoration of the stone façade and removal of unsightly signs have revealed a fine Art Deco building.	Fine Art Deco commercial building - one of only two in that style in Chippenham. It has greater than local importance given its Art Deco design and original cinema use remains.	Fine Art Deco building with prominent and distinctive architecture that contributes to the significance of Chippenham Conservation Area. Designed in an Art Deco style by noted Bristol based architect W.H. Watkins, the frontage is single storey in height, with the main auditorium block rising behind.	N/A	No records	Valued by the community as a purpose-built venue providing cultural and social interaction in the town for over 80 years.	Landmark building because of its prominence in the streetscene/ distinctive architecture, and as a longstanding community asset – being the only cinema in the town.

REEL
REEL CINEMA

ASTORIA

ADMISSION

Building of Local Merit	*Age, Description and Current Condition*	*Rarity*	*Architectural and Artistic Interest*	*Group Value*	*Archaeo-logical Interest*	*Historic Interest*	*Landmark Status*
Former Chippenham District County Technical and Secondary School, Cocklebury Road	Building work began with the laying of the foundation stone on 7 October 1899 by Lady Dickson-Poyner. Completed in c.1900 it was later subsumed into Chippenham College, with large and less well-designed rear/side extensions added in the 1980s. In 2012 a new Wiltshire College complex was built on the adjacent site, making the Old Grammar School building redundant. The building is currently derelict and vulnerable to demolition, with an expired planning permission for demolition and redevelopment.	One of the first purpose built technical schools in the country.	The detached two storey red brick building has an imposing and symmetrical front façade, with large first floor windows being a prominent feature. The Victorian Society concluded that 'the building is a characterful late Victorian building in an Arts-and-Crafts style, with most of its original features surviving'. The roofscape is a particularly interesting part of the building, containing numerous tall chimney stacks and dovecotes, tiled hipped roof sections and overhanging eaves. The building is one of only a handful of Victorian buildings surviving in the vastly changed area in the vicinity of the Railway Station. Its red brick façade is unusual for Chippenham, and this variety in the townscape has a positive contribution to the significance of Chippenham Conservation Area.	N/A	No records	The building is an example of late Victorian design for the state secondary education sector. It represents a significant step change in the provision of education facilities in Chippenham at the turn of the 20th Century. After the Technical Instruction Act of 1889, local authorities were empowered to set up schools to provide instruction in the principles of science and art as applicable to industry. Its construction was made possible by using both local council money and public subscriptions. (The latter	It was described in the Chippenham Conservation Area Appraisal 2007 as a 'building of note'. It is mostly in original condition inside with parquet flooring throughout the classrooms, although it has been deliberately neglected in recent years. Historic England concluded in 2017 that although it did not meet the strict criteria for national listing, 'it does, however, have clear historic local interest for its place in the history of education provision in Chippenham and the building is an asset to the Conservation Area'.

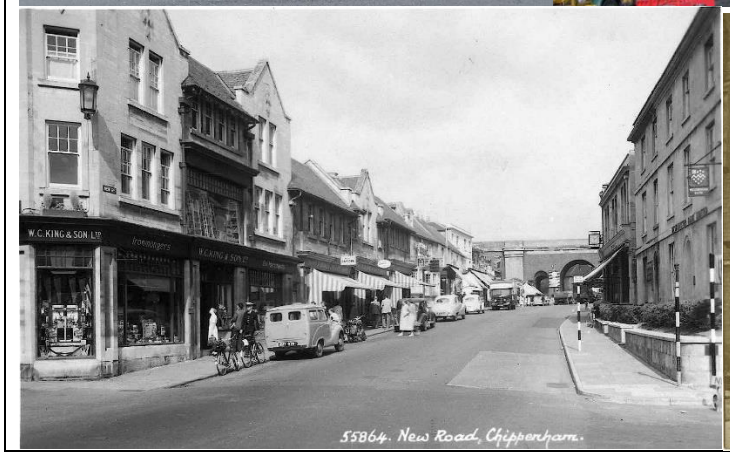
						amounted to over £1170 – nearly 25% of the total cost). The project was overseen by Alderman John Coles, a noted local benefactor and townsperson.	

Building of Local Merit	*Age, Description and Current Condition*	*Rarity*	*Architectural and Artistic Interest*	*Group Value*	*Archaeo-logical Interest*	*Historic Interest*	*Landmark Status*
Nos. 63-66 New Road	Fine group of buildings, built just after WW1. At risk of loss of original features and unsympathetic alterations such as replacement UPVC windows and poor shopfronts.	The only example in the town centre of a group of unified buildings in the Arts & Crafts style.	Arts & Crafts style buildings which contain many original features, with attractive stone gables, projecting eaves and brackets, gutters and downpipes and original windows. No. 66, the corner building, is the most architecturally interesting of the four buildings, one of the tallest buildings in the street, and together with the Grade II Listed No. 19 The Bridge located opposite, forms a pair of particularly high quality corner buildings which mark the junction of New Road/The Bridge and Foghamshire.	The four buildings have strong group value through their architectural coherence - with diamond shaped stone motifs, parapeted gables, facades in Bath stone, similar sized sash windows and projecting eaves being noticeable features on front elevations.	No records	N/A	No

MEZE BAR & RESTAURANT
ATHENA

ATHENA

Kingsley Pike
Kingsley Pike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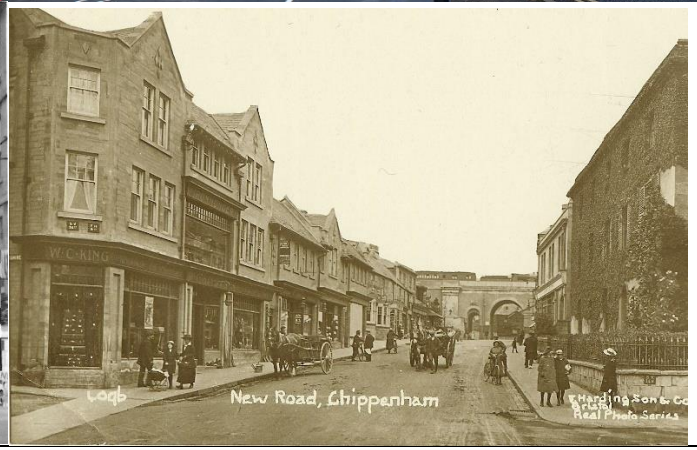
55864. New Road, Chippenham.


W. C. KING
New Road, Chippenham
Harding Son & Co
Real Photo Series

Building of Local Merit	*Age, Description and Current Condition*	*Rarity*	*Architectural and Artistic Interest*	*Group Value*	*Archaeo-logical Interest*	*Historic Interest*	*Landmark Status*
Nos. 31-33 High Street (Wilko)	Nos. 31-33 is the former Co-operative store building, purpose built in the early 1900s. It became Wilko in the late 1990's. Only the front section of the building on to the High Street is of merit and worthy of retention, with its distinctive and unusual upper façade. The main body of the building is a modern steel framed shed, which has a very poor relationship with Island Park. The building is in an important location as the first building on the eastern side of the High Street after the Town Bridge. It is sited where the High Street meets Island Park and the River Avon.	Of more than local importance given the architectural legacy of the cooperative movement is of national importance.	The building retains its fine first floor facade, with pediment windows and arched cornice with carved title. The current user has generally respected the vertical rhythm of the façade, though the shopfront is rather plain. The frontage of this building used to have a recessed colonnade, and re-introduction of such a feature would add interest and stature to the building, and provide a shelter from the elements.	N/A	No records	The formation of the cooperative movement in the 1840s was a significant milestone in the development of shopping, the availability of better-quality food, and the growth of retail stores. In the early 1900s when the Chippenham store was built the Co-op were commissioning buildings across the whole country and incorporating their co-operative ideals into the architecture of the new shops. The Chippenham Coop store reflects this in its distinctive ornamental stonework. The building, with its imposing Co-op lettering is a significant and relevant historical reminder of the way Chippenham High Street has developed and changed to accommodate trends in shopping.	Being positioned at the lower end of the High Street, this building forms the first part of a continuous sight line of imposing bath stone facades which reflect Chippenham's history and status as an important commercial centre in North Wiltshire. The Architectural legacy of the Co-operative movement is of National importance. Chippenham is privileged to have a fine example of Coop architecture. Ref: https://historicengland.org.uk/images-books/publications/england-s-co-operative-movement/

CHIPPENHAM
CO-OPERATIVE SOCIETY

wilko

Wholesale
& Family
GROCERS
Provision
Importers
Italian
Warehousemen
CHIPPENHAM
SOCIETY, LTD.
CO-OPERATIVE

CHIPPENHAM CO-OPERATIVE
FROM BRIDGE, CHIPPENHAM
H 2221

Building of Local Merit	*Age, Description and Current Condition*	*Rarity*	*Architectural and Artistic Interest*	*Group Value*	*Archaeo-logical Interest*	*Historic Interest*	*Landmark Status*
No. 1 Market Place (formerly Burtons)	Purpose built store for Burtons dating from 1937 in an Art Deco style. Two storey rear extension of less architectural merit. Burtons closed in 2021 leaving the building empty and vulnerable to demolition or inappropriate alterations.	A good example of a commercial building from the 1930s and therefore of local importance.	Art Deco style with classical motifs and retaining a number of original features. These include foundation stones either side of the side entrance, granite stall risers with ventilation grilles cast in the store name and original logo, original metal frame shopfront with capitals, first floor range of three windows with plain extended mullions above, and above this a stone frieze of the store name at parapet level entitled 'Montague Burton – The Tailor of Taste. Some of the more recent shopfront features, including the large fascia, are unsympathetic to the building, but could be removed.	N/A	No records	That Chippenham was able to boast a 1937 purpose-built shop in the house style of the rapidly growing Burtons empire is testament to the levels of employment that Chippenham had at the time. This is likely to have been in part because of the availability of work companies such as Westinghouse.	No

BURTON
BURTON

BURTON
BURTON
BURTON

BURTON

BURTON
Bristol & West
MILLETS
& CAMPING

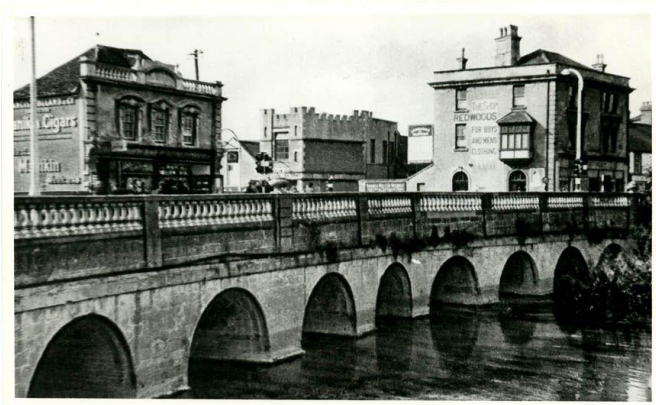
Building of Local Merit	*Age, Description and Current Condition*	*Rarity*	*Architectural and Artistic Interest*	*Group Value*	*Archaeo-logical Interest*	*Historic Interest*	*Landmark Status*
Chippenham Library, Timber Street	The Library, built in 1973, is a good example of the Modernist architecture of that time. The building is still being used for the purpose intended and is a popular and well used facility with a fine interior.	One of very few well-designed Modernist buildings in the town and therefore of local importance.	The façade consists of alternative panels of part glazing and concrete piers, benefitting from fine fluting cast into the concrete. It is respectful in its scale to surrounding architecture, and is a classic example of a building which, though being very different from its neighbours, provides interest and variety to Chippenham Conservation Area.	N/A	No records	Blue plaque attached to the building which commemorates this being the former site of No. 11 Timber Street, where Sir Samuel Fludyer lived in 1754 after he purchased and rebuilt a building known as 'The Old Bear'. Sir Samuel Fludyer is credited with improving the cloth trade for local clothiers after he became MP for Chippenham.	The building is a local landmark which stands out from its neighbours due to its distinctive Modernist architecture.

Library

Building of Local Merit	*Age, Description and Current Condition*	*Rarity*	*Architectural and Artistic Interest*	*Group Value*	*Archaeo-logical Interest*	*Historic Interest*	*Landmark Status*
The Citadel, Bath Road	This building is in two sections: the brick building to the rear is most probably Victorian, whilst the later front part of the building dates from 1903. The rear part of the building was either the original Chippenham premises of the Salvation Army (founded in 1865), or a chapel. In the 1960s the Salvation Army left the Citadel to move into newly built premises in nearby Foghamshire. Since then, the Citadel has had numerous occupiers including office, retail, community and cultural use. In 2021 the building became the home of Doorway Wiltshire, the local homelessness charity, who have carried out many internal improvements including revealing the original stone inscribed fascia lettering.	This style of building is not found anywhere else in Chippenham town centre and therefore of local importance.	The front part of the building facing Bath Road was designed in the high neo gothic style, and was opened in 1903, giving greater prominence, and increased space, for the Salvation Army. The building has a distinctive castellated roofline, red brick façade with Bath stone quoins, and comprises a fine hall on the first floor above ground floor utility spaces.	N/A	No records	The building (or part) was purpose built for the Salvation Army and demonstrates the growth of this movement outside of London from the 1860s/70s which encouraged social and spiritual transformation amongst the town's most vulnerable and marginalised people during the early 1900s. The Salvation Army remains a Protestant Christian church and an international charitable organisation.	The quirky style of the Citadel, with its castellated roofline, is a prominent and popular local landmark.

THE SALVATION ARMY

1903
THE SALVATION ARMY

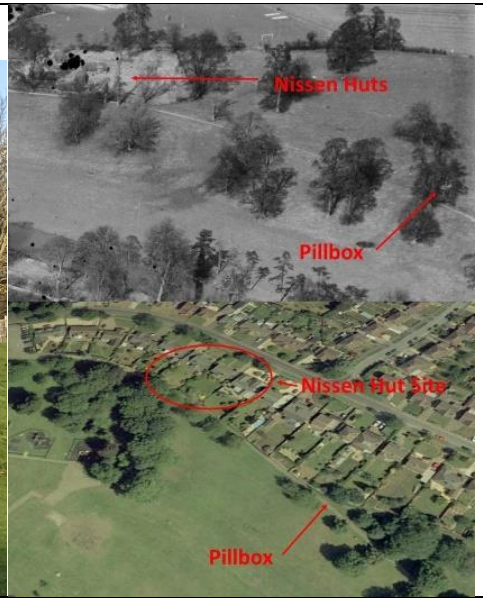


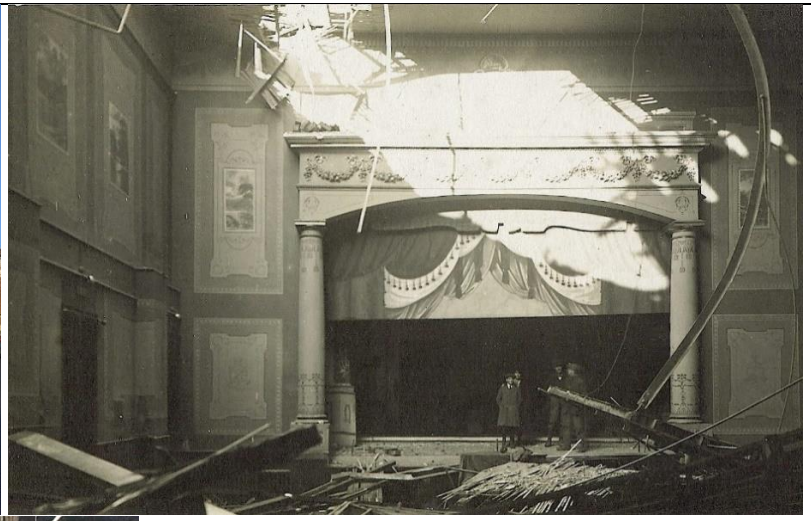
Building of Local Merit	*Age, Description and Current Condition*	*Rarity*	*Architectural and Artistic Interest*	*Group Value*	*Archaeo-logical Interest*	*Historic Interest*	*Landmark Status*
Nos. 1-10 Providence Terrace, Ivy Lane	Fine group of ten 19th Century houses sitting at a jaunty angle to Ivy Lane, surrounded by several fine mature trees. The group is highly prominent in the streetscene, facing visitors on one of the main routes into Chippenham. Vulnerable to minor inappropriate alterations and loss of original features, which may have a negative cumulative impact on the significance of the group.	The group is of local importance primarily because of its retained architectural unity.	Strong architectural unity gives this terraced group its value, with rhythmic fenestration, stone facades, red brick window and door surrounds, front entrance steps, stone lintels and cills and tiled roofs. Unusually gardens are sited to the front, with small courtyards to the rear. Soft landscaping in the front gardens contributes to the setting of the group. When viewed together from Ivy Lane, Providence Terrace and the curved terrace of Foghamshire forms a particularly attractive townscape that contributes to the significance of this part of Chippenham Conservation Area.	The terraced houses have strong architectural group value, given they were built and designed as a group.	No records	N/A	No

Building of Local Merit	*Age, Description and Current Condition*	*Rarity*	*Architectural and Artistic Interest*	*Group Value*	*Archaeo-logical Interest*	*Historic Interest*	*Landmark Status*
The Old Laundry chimney, Ivy Road	The Old Laundry chimney is a brick built chimney dating from 1937. It forms one of a number of buildings that were part of Chippenham Sanitary and Laundry Company Ltd, which opened in 1902. The other Old Laundry buildings do not form part of this designation because they are rather utilitarian in character and painted white which gives them an unwarranted prominence in the streetscene. These buildings currently form part of a small industrial estate. Ref. MWI77287 on Wiltshire and Swindon Historic Environment Record.	The Old Laundry chimney is of local importance, being one of the few remaining built remnants of the town's industrial past.	The Old Laundry chimney is a landmark brick structure that is of itself fairly utilitarian in terms of its architecture. However, it is a positive contributor to the significance of Chippenham Conservation Area because of its prominence in various long distance views across the town.	N/A	No records	Chippenham Sanitary and Laundry Company Ltd were a local employer using industrial processes to launder clothes.	A local landmark prominent in numerous long distance views across the town.

Building of Local Merit	*Age, Description and Current Condition*	*Rarity*	*Architectural and Artistic Interest*	*Group Value*	*Archaeo-logical Interest*	*Historic Interest*	*Landmark Status*
6 no. WW2 pillboxes located on the north and west banks of the River Avon at the following locations:	These Second World War pillboxes are key features in the landscape of historic interest. They are all reinforced concrete, shell-proof, 'type 24' pillboxes overlooking the River Avon. Some of the pillboxes have become rather overgrown with vegetation, but most remain relatively intact.	There are a number of pillboxes which can be found in the vicinity of the River Avon near Chippenham. However, with many now being degraded or having disappeared completely, they are becoming scarcer in number.	The reinforced concrete pillboxes are standard 'type 24' structures with walls 47 inches deep. The pillboxes are hexagonal in shape, with three of their walls being 9 feet 4 inches long and offering a 'bay window' of firing points. The two side walls were 11 feet in length and the entrance was via the 17 feet 8 inch long rear wall. The structures were proof against small arms fire and German tank guns. However, the men stationed inside these pillboxes were armed only with rifles and machine guns in order to repel tanks.	N/A	No records	The pillboxes have significant historic interest for their role in the Second World War. The Stop Line Green (SLG), also known as the Bristol Outer Defences, was a continuous linear defensive position running for nearly one hundred miles in a rough semi-circle from Highbridge on the Bristol Channel to Upper Framilode on the River Severn. This semi-circular route, which passed through Chippenham, was to be the last line of defence to protect the port of Bristol from attack from the east. It would also hinder the advance of enemy troops inland should there be a successful landing at Bristol itself. As a result, some 226 structures, mainly pillboxes, were constructed along the SLG route. The Wiltshire section of SLG consisted of the structures numbered 117-195.	No

Monkton Park Golf Course **Rear garden of No. 28 Sadlers Mead** **Field near to Rawlings Farm** **Field near to Rowden Manor** **Field near to Rowden Farm** **Field near to Milbourne Farm**	Ref. MWI31520 on Wiltshire and Swindon Historic Environment Record. Ref. MWI31519 on Wiltshire and Swindon Historic Environment Record. Ref. MWI31297 on Wiltshire and Swindon Historic Environment Record. Ref. MWI31518 on Wiltshire and Swindon Historic Environment Record. Ref. MWI31744 on Wiltshire and Swindon Historic Environment Record. Ref. MWI31743 on Wiltshire and Swindon Historic Environment Record.						


Nissen Huts
Pillbox
Nissen Hut Site
Pillbox

Building of Local Merit	*Age, Description and Current Condition*	*Rarity*	*Architectural and Artistic Interest*	*Group Value*	*Archaeo-logical Interest*	*Historic Interest*	*Landmark Status*
Nos. 17-25 Station Hill (former Palace Theatre)	Nos. 17-25 is the former Palace Theatre and skating rink. The Palace façade at No. 17 is the main reason for designation. The former skating rink at Nos. 23-25 (now a charity furniture warehouse) has fared less well over time with the loss of two large pedimented gables above the shallow arches on the façade and with a different roof form from that which existed originally. The Palace Theatre was closed in 1936 and was subsequently used as a store and then became a snooker club and later a nightclub. No. 17 is currently vacant and has been the subject of a planning application for conversion of the building into flats. There is potential for sensitive restoration of the building to remove some unsympathetic additions. Ref. MWI77290 on Wiltshire and Swindon Historic Environment Record.	The building is of local importance as a former cultural institution in the town.	The 'Electric Theatre' in the Public Hall in Station Hill was used as a roller skating rink and was showing films by 1910. The Albany Ward Circuit obtained a Cinematograph Licence in 1914 and enlarged the building to the plans of architect Percival Rigg and converted it into the Palace Theatre. It had an 18 feet wide proscenium and the stage was 20 feet deep. No. 17 has a distinctive pediment, inscribed "Palace" fascia lettering, and oriel window amongst other notable architectural features. The building's brick facades have unfortunately been painted over. The roof and one wall were destroyed by a hurricane in 1921 but rebuilt in the same year.	N/A	No records, but an excavation may well show some of the earlier fittings.	The building has historic social and cultural interest as a cinema and skating rink. A variety of acts performed as part of the film programme at the Palace Theatre. It was part of the Albany Ward/Provincial Cinematograph Theatres (PCT) chain, and was taken over by Gaumont British Theatres in February 1929. It was equipped with a Cinephone sound system. Gaumont British Theatres closed the Palace Theatre on 7th November 1936 when they built the town's new Gaumont Theatre.	No

PALACE
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