



Marlborough
Area Neighbourhood Plan



MARLBOROUGH TOWN CHARACTER STUDY

August 2020

**Prepared by Sage Gray Architects Ltd for
Marlborough Town Council to publish in the evidence base
of the Marlborough Area Neighbourhood Plan**

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[Front Cover Photo courtesy of Marlborough Town Council, 2019]

1. INTRODUCTION & BACKGROUND

1.1 The purpose of this report is to provide evidence to support a number of policy proposals for Marlborough town in the Marlborough Area Neighbourhood Plan (MANP) being jointly prepared by Marlborough Town Council and the adjoining Parish Councils of Mildenhall and Savernake. Specifically, it supplements the information contained in the Marlborough Conservation Area Statement adopted as supplementary planning guidance by the local planning authority, Kennet District Council, now Wiltshire Council (WC), in June 2003.

1.2 The Character Study is intended to update and supplement the Statement, rather than replace it. The Conservation Area boundary has remained the same, but there have been some changes within it since 2003. Whilst the Statement identifies some attributes that are considered relevant to conservation and design policy now, there are other parts of the town that warrant attention in framing design policy.

1.3 For example, the former Marlborough Area of Special Quality (of Policy HH11 in the adopted Kennet Local Plan at Cross Lane/Cardigan Road; see Map A below and the larger scale map in Appendix C) was replaced by the Wiltshire Core Strategy Policy CP57, which is a generic design policy. There may be other areas of the town that warrant a similar policy response and/or that may comprise pockets of distinct character or local heritage assets.

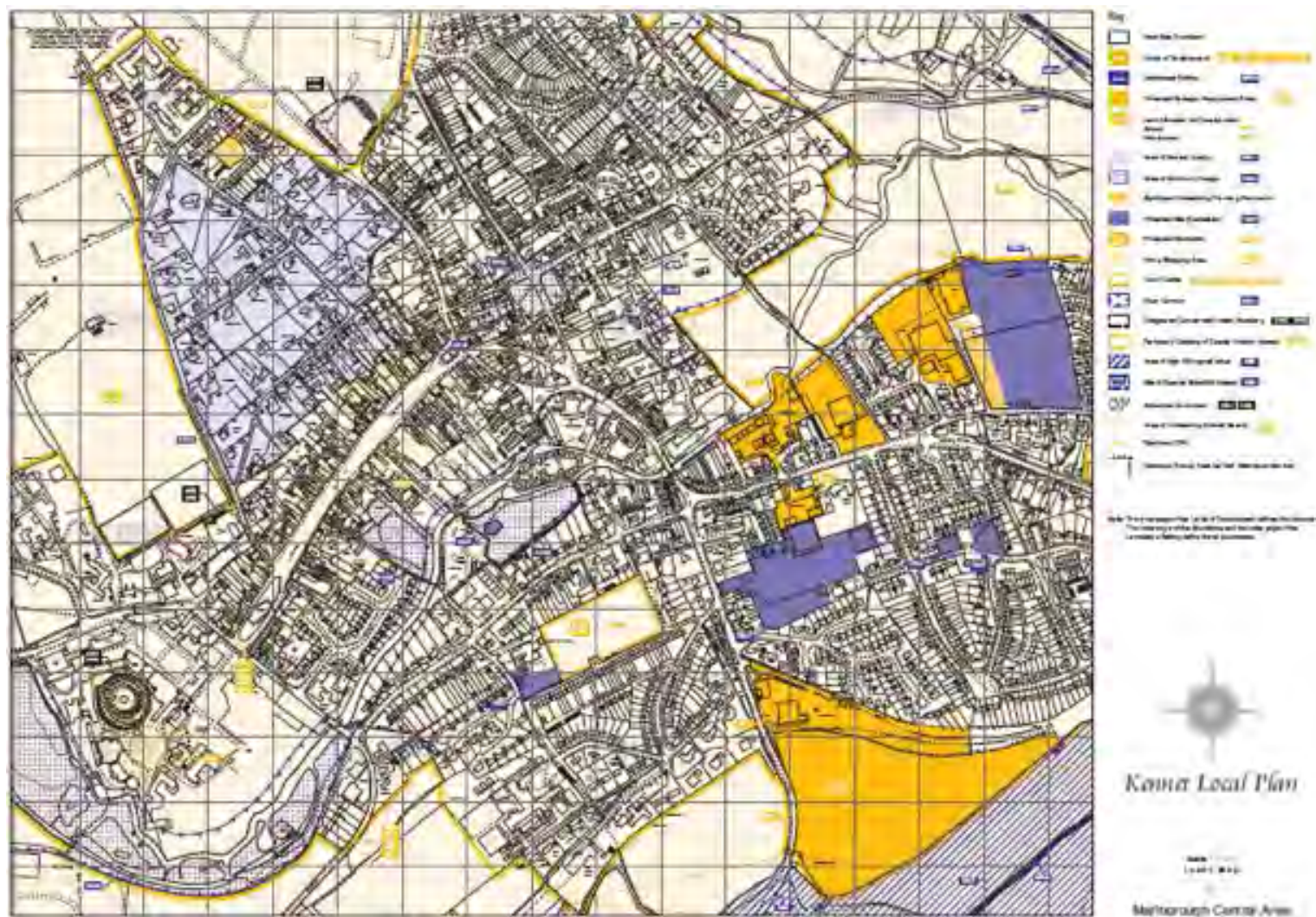


Fig 1. Map A: Kennet Local Plan (2004) - Proposals Map (Marlborough Central Area)

1.4 The Neighbourhood Plan Steering Group, acting on behalf of the Town and Parish Councils, proposes to include design policies relating to the town and the villages of Mildenhall and Manton in the MANP, as well as other site-specific policies. For the villages, it has been able to extract from their respective Conservation Area Statements (of 2004 and 2003 respectively) the relevant content on their essential character to inform those policies.

1.5 The town covers a much larger area, including its extensive and well-renowned town centre Conservation Area, and this has required considerably more analysis, both of the 2003 Statement and of the rest of the towns area. Specialist heritage consultants, Sage Gray Architects Ltd, were appointed to assist in this work, which has also included engagement with Wiltshire Council. A walkaround of the town centre with members of the Steering Group and a supplementary site visit of the rest of the town, were undertaken in December 2019 and January 2020.

1.6 This report firstly contains the summary analysis of the Conservation Area; of three Areas of Special Quality; and of the rest of the town, including the setting of the Conservation Area. It then concludes with policy recommendations for the MANP, including a review of the key heritage implications of the other proposed site-specific policies in the MANP. The extent of the Townscape Study was defined as the area within the boundary of the Marlborough Settlement Framework Boundary as identified by the adopted Wiltshire Core Strategy Inset Map 7.

1.7 The report makes reference in its methodology to a number of publications by Historic England. These include Historic England Advice Note 1: Conservation Area Designation, Appraisal and Management; Historic England, Local Heritage Listing Advice Note 7; Conservation Principles Policies and Guidance for the Sustainable Management of the Historic Environment, Historic England, published in April 2008.

2. THE CONSERVATION AREA AND ITS SETTING

Historic Development and Context

2.1 The Marlborough Conservation Area was first designated, and a Statement produced, by Wiltshire County Council in 1971. The then Department of the Environment recognised Marlborough as an Outstanding Conservation Area in 1976.

2.2 The Statement and the Conservation Area boundary were amended by Kennet District Council in 1992 and the current Marlborough Conservation Area Statement was published in June 2003. This is an extremely comprehensive document that provides a descriptive analysis of the history of the development of the town of Marlborough and detailed description of those heritage assets, both listed and unlisted, which together contribute to its special architectural and historic interest.

2.3 The Marlborough Conservation Area is centred upon the historic high street of the town which runs in a south west – north east orientation following the valley of the River Kennet which follows a serpentine course to its south.

2.4 The Area boundary was drawn to encompass the Castle mound and Marlborough College at its south western extent and follows the southern bank of the River Kennet including Coopers Meadow to its south. The northern boundary was drawn to principally follow the line of the rear curtilage boundaries of the buildings fronting the High Street. It widens to the north to encompass the historic extents of Kingsbury Street and Herd Street on the northern slopes of the valley before tapering to follow the rear curtilage boundaries of St Martins at the far eastern extent. The Area boundary then follows the historic settlement development southwards along Barn Street and London Road where it joins with the southern boundary at the London Road bridge and historic ford crossing.

2.5 The special character of Marlborough and the Conservation Area is implicitly linked with its geographical position and the influence that the topography has had on its historic development and its distinctive sense of place. It lies in the valley of the River Kennet, south of the Marlborough Downs and north west of Savernake Forest bounded to the north east by a valley slope of the River Og.

2.6 The town is enfolded by chalk downland with beech tree groups in the north west and south east. The historic town centre is bounded at each end by flat riverside meadows that to the north west extend up the dry valley of Barton Farm. To the north west Marlborough College playing fields slope gradually up with the Common while on the south east side the steep slopes above the town are Granham Hill, Postern Hill and Forest Hill.

2.7 A significant Neolithic population must have existed within the environs of the present town to enable the construction of Marlborough Mound (c 2400BC) next to the River Kennet and evidence of contemporary settlement activity was recently discovered during the rebuild of Marlborough St Mary's CE Primary School off Isbury Road. Continuity of settlement in the area through the Bronze Age is evident in the round barrows that survive on the Common, the Savernake plateaux and at Manton. By the Iron Age, the focus had moved to Forest Hill where an *oppidum* ('proto-town') operated probably as a regional capital until the Roman invasion. Updated research based on archaeological investigations since the 2003 Statement has identified that the east-west roman road from *Aquae Sulis* (Bath) to the Roman town and fort at *Cunetio* (Minal), having forded the Kennet at Fyfield, maintained a route to the south of the river which can now be followed along Manton High Street, Preshute Lane, Treacle Bolley, George Lane, London Road and Elcot Lane (sources: Toller, H. 2013 "The Roman road between Wickham (Speen), Berkshire and Fyfield, Wiltshire (Margary 53)"; Devizes: Wiltshire Archaeological and Natural History Magazine Volume 106, pp 52-56).

2.8 An ancient south-north route that crossed the Kennet at Culbridge (near the present London Road Bridge) and which followed The Parade, Perrins Lane and Kingsbury Street most likely influenced the establishment during the Saxon period of a settlement around The Green. The Normans constructed their motte and later castle on the Neolithic Mound with their bailey extending eastwards towards the Saxon town. Norman and Saxon settlements were later connected by a wide curving High Street with tenement plots to the north and south.



Fig. 2 Map B: Conservation Area Statement (2003) – Conservation Area Boundary

Streetscape

2.9 The Area has a distinctive and visually rich historic character and appearance, which for the purposes of this report have been defined by two character areas. These character areas can be further sub divided into sub areas defining detailed characteristics of building heights, plot widths, uses and architectural form, however, these elements are well covered by the 2003 Statement and this report has therefore focused on broader conservation and design themes.

2.10 The two areas identified, directly reflect the historic origins of the two early settlement patterns. The first of these is the tight knit streetscape of the commercial and residential town focusing on High Street and areas to the north along Kingsbury Street and Herd Street, east along St Martins and south including The Parade and London Road. The second is the area focused around Marlborough College and the Marlborough Mound, which is a substantial area defined by four cumulative, but legible phases of formal development in contrast to the predominant vernacular morphological development of the settlement to the east, and the continuity of private ownership.



*Fig. 3 View of High Street from St. Peter's and St Paul's Church
(Photo courtesy of Marlborough Town Council, 2019)*



Fig. 4 Marlborough College (Photo courtesy of Marlborough College)

2.11 Although the range of building types, uses, materials and ages in the High Street and eastern part of the area is wide and well detailed in the 2003 Statement, it is important to emphasise that its streetscape has a strong and cohesive character that is unified by a continuous building line which follows the back of the pavement with occasional set-backs around, narrow front yard 'areas', forming a tight knit and continuous street frontage. The frontage plot widths are generally narrow, by contrast to the deep fingers of ancillary or domestic development which extend to their rear. This is particularly characteristic along High Street where the historic burgrave plan of the settlement survives.

2.12 A key characteristic that this built up frontage creates is a focused, linear quality to the streetscape that concentrates and defines key views. These may be long axial views which direct to a particular building, a focal point that punctuates the streetscape, or, given the topography, a sequence of buildings. They may be glimpsed views between gaps in the streetscape beyond the town to the surrounding wooded valley slopes or in contrast, intimate constrained views along and through the narrow alleyways to rear courtyards or passageways, which punctuate the otherwise continuous frontages. Occasionally, the axial character is unexpectedly punctuated by open space, the contrast of which serves to enhance the characteristic of each element.

2.13 Views of the tower of St Mary's Church and that of St Peter's and St Paul's Church are notable throughout the Conservation Area and wider town setting. These form a visual compass in the settlement and key views which must be protected.

2.14 The second character area with contrasting character is to the south western area to the west of St Peter's and St Paul's Church focused on the College and Marlborough Mound, but extending to the north east side of Bath Road as it enters the town from the east and returns southwards to meet the High Street at which point it becomes the Pewsey Road. The main focus of the College has a strongly contrasting grain and character to the commercial and residential town to the east, with substantial, robust, buildings forming a loose group which encircles the mound. The mass and scale of individual buildings is defined by the spaces between them and the mature trees and historic grounds which contribute significantly to their setting, particularly in wider views of the College.

2.15 The buildings to the north side of Bath Road include a series of bold individual late 19th red brick century buildings, each of which has a formally designed appearance. Although each has a different architectural form, given their scale, constancy of materials and overall character, these buildings together create a group, which has a strong legibility and visual relationship with the College buildings to the south. This is in marked contrast to the vernacular townscape adjoining immediately to the east.

2.16 The dramatic sense of enclosure between the long high elevations of North Block to the south and Morris House to the north linked by the bridge create a gateway into Marlborough which serves to reinforce the connection between the College and its satellite campus buildings. This sense of connection is maintained by the two new College buildings constructed on land to the north of the Memorial Hall and on the site of the former music building. These are Darcy House and the Art School respectively. Both these buildings are skilful additions to the streetscape of the western area. They respect and respond to the existing built form of the College whilst reinforcing its architectural and spatial legacy.

Key Long-range Framed Views

2.17 There are notable long-range, framed views from the elevated north slopes of the valley as the plateau of the common descends steeply along the north south slopes of Herd Street, Kingsbury Street toward the lower lying High Street. The glimpses of the wooded valley sides on the opposite slopes which are revealed between the houses fronting onto these streets serves to draw the rural setting within which the town is sited into the urban landscape.



Fig. 5 Kingsbury Street from The Common (Photo by Sage Gray, 2020)

2.18 Another example of a significant long range view which draws in the setting of the Area, is of the pastoral setting of the wooded slopes and green fields of the hills rising up Granham Hill and glimpsed between the roof tops of the south and north sides of the High Street and the south of the tower of St Peter's and St Paul's Church. . It must also be noted that although not within the Area, the reciprocal view looking onto the town from Granham Hill is of significance in providing a sweeping overview of the form and setting of the town.

2.19 The long range scenic view westwards which unexpectedly unfolds from the constrained and imposing streetscape of Bath Road beyond the extent of the formal College grounds and out over the low pastoral valley and beyond to the wooded slopes of the north and east hillsides is of particular note, contrasting the developed settlement with its unspoilt natural setting and topographical context.



Fig. 6 The Town from Granham Hill (Photo courtesy of Marlborough Town Council, 2020).

Axial Views

2.20 The High Street is characterised as a long, wide and imperceptibly curving street which follows the lower more level topography of the valley bottom. Already a significant and imposing space, it is further articulated at either end by a landmark building on an island site, around which the road divides and narrows.

2.21 Situated to the south west is the ancient church of St Peter's and St Paul's with its robust tower partially screened by the historic trees in the churchyard. To the north east is the Town Hall, a characterful 19th century civic building with tall tile roof slopes with gabled dormers and surmounted by a lantern. Its front entrance facade addresses the church. The width and length of the street, together with its sense of enclosure to the south and north, create axial views worthy of the architectural focus of these buildings which close out the vistas at each end.

2.22 Other axial views are more intimate, but nonetheless part of the richness that creates the significance of the Area. An example of this are the views southwards from the High Street along Figgins Lane, a narrow lane framed by two storey cottages which leads towards the leafy Priory Gardens and river setting or the view southwards from Perrins Hill.



*Fig. 7 Framed view of The Parade from Perrins Hill
(Photo courtesy of Marlborough Town Council,
2019)*



*Fig. 8 Figgins Lane from High Street
(Photo by Sage Gray, 2020)*



*Fig. 9 Intimate townscape views along
Chandlers Yard revealing long narrow rear
ranges of buildings behind the High Street
frontage (Photo by Sage Gray, 2019)*



*Fig. 10 The roofscape panorama of the High
Street north side revealed from the car park of
the Castle and Bull Hotel (Photo by Sage Gray
2020)*

2.23 The views from the rear alleyways and yards such as the rear car park to the Castle & Ball Hotel reveal the rich and complex forms of the rear elevations and roofscapes that derive from the tightknit grain of the High Street buildings. A similar, but more intimate view, is from Chandlers Lane. These views of the rear elevations are as equally valid in contributing to the special historic character and appearance of the Area as the more formal front elevations.

2.24 A further townscape characteristic of the Area, which is again derived from its topography, is the contribution of multiple focal points or landmark buildings in a principle view. Perhaps one of the most notable of these is the view northwards up The Parade towards the picturesque composition of the tile hung rear gable elevation of The Bear Hotel, with the Town Hall roof and lantern behind.



*Fig. 11 View of The Parade towards Oxford Street:
an example of multiple focal points and landmarks in views (Photo by Sage Gray, 2020)*

2.25 The variety and sequence of spaces play a crucial role in characterising the special streetscape of the Area and most are strongly associated with significant views. A special characteristic of the town is the creation of key views where the constrained, tightknit streetscape unfolds into an expansive panoramic view as it leads into a pocket of open space.

2.26 The Green is a good example as it lies at the heart of the intersection of several north-south and east-west routes through this part of the town, and which opens out to afford multiple vistas of note. Its connectivity to the graveyard of St Mary's Church and a passageway to the High Street is of exceptional visual and historic interest.



Fig. 12 St. Mary's Churchyard (Photo by Sage Gray, 2020)



Fig. 13 Towards The Green from St. Mary's Church (Photo by Sage Gray, 2020)

2.27 In this area, a view of particular note occurs when the constrained views looking westwards along St Martins transform into an expansive panorama encompassing The Green in the foreground framed by the picturesque and historic western elevations defining its perimeter, behind which the landmark buildings of St Mary's Church and the Town Hall punctuate a diverse roofscape and in the distance the wooded ridge line of the enfolding hills.



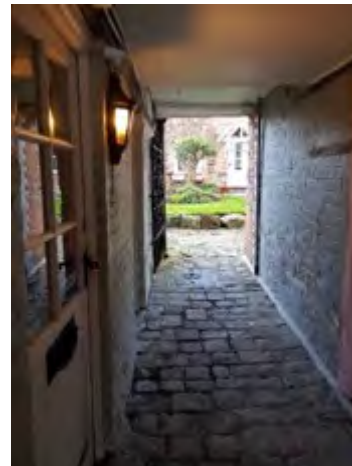
Fig. 14 The Green looking Westwards (Photo courtesy of Marlborough Town Council, 2015)

2.28 The view which unfolds from Herd Street as it enters The Green, from both the north and south approaches, punctuates the surrounding townscape, to reveal The Green and its encircling, diverse mix of perimeter buildings, adding significantly to the richness and variety of the town.

2.29 Other spaces include the setting to the south side of High Street afforded by the river and its associated meadows and mature trees. These areas provide a contrast to the otherwise tight grain of the developed town. In this respect the intimate, secluded private gardens to cottages at the rear of buildings and which can be glimpsed through the narrow-covered entrance ways are of special significance to the richness and character of the Area. Examples include Wellington Place and Militia Court.



*Fig. 15 The Priory and Priory Gardens from the River Kennet
(Photo by Sage Gray, 2020)*



*Fig. 16 Militia Court off High Street
(Photo by Sage Gray, 2020)*

2.30 Other notable axial views include those from the western approach into Marlborough along the Bath Road into the Conservation Area.



*Fig. 17 Western setting of Conservation Area and Marlborough College from Bath Road (A4)
(Photo by Sage Gray, 2020)*

2.31 Public views north-westwards of the College buildings from the Pewsey Road bridge also contribute significantly to the character and appearance of the conservation area. Here the setting of the buildings, derived from their 19th century landscaped grounds (included on the National Heritage List for England of Registered Parks and Gardens) and framed to the south by their informal, riverside setting alludes to the earlier phases of development and provides a distinctive area which unexpectedly unfolds from the visually constrained approaches of Granham Hill or George Lane to the south.



Fig.18 View over the Registered Park and Garden setting of Marlborough College (Photo by Sage Gray, 2020)



Fig. 19 Pewsey Road towards High Street (Photo by Sage Gray, 2020)

2.32 Marlborough Mound is surprisingly one of the least publicly visible historic features in the Conservation Area as a whole, shielded by buildings of the College which have in the past encroached upon its setting. The College is currently working to restore and enhance the mound and its environs.

Grain and Permeability

2.33 Although Marlborough has a tight knit and compact grain, it is also very permeable with access ways and thoroughfares interwoven between the principal streets. These routes not only add to the visual richness of the streetscape but are strongly resonant of its historic development and land uses. Figgins Lane and Ironmonger Lane are examples of these historic routes which puncture through the dense building frontages. Some of these routes are recognised rights of way; others are long established over private land, such as that through to Priory Gardens from High Street. Where the openings and passages through the frontage have become common thoroughfares, it is vital to maintain their continued use, character and good condition as part of the rich fabric of Marlborough.



Fig.20 Entrance to Chandlers Yard Public Right of Way (Photo by Sage Gray, 2020)



Fig. 21 Framed view from the High Street southwards along Alma Place (Photo by Sage Gray, 2020)

2.34 These passages sometimes lead to inner, hidden groups of buildings and spaces. This is notable where development has historically infilled the inner, rectilinear space formed by Hyde Lane, Kingsbury Street and Silverless Street. Kingsbury Square is an example of such a development, where a narrow opening between terraced houses fronting the street leads onto a secluded, and unexpected open garden square framed by two rows of red brick cottages. Other examples are Alma Place and Russell Square on the High Street. These back areas are not just residential, but can also be an important record of the trades and manufacturing past of the town, the former tannery and leather works at Angel Yard which operated from the 1850's until its conversion into residential houses in the late 20th century (Source: Victoria County History, Volume 12, 1983). Many smaller rear spaces are formed by stable blocks and coach houses. Such ancillary or functional building types add to the richness of the area and can be wrongly dismissed as secondary building types. Their contribution can be readily diminished by harmful alterations and conversion. The key passages are listed in Appendix B of the report.



Fig. 22 The entrance to Kingsbury Square from Kingsbury Street (Photo by Sage Gray, 2020)



Fig.23 The northern row of cottages overlooking the hidden open space forming Kingsbury Square (Photo by Sage Gray, 2020)

2.35 On occasions, the general pattern of development is interrupted when buildings occur which are set back from the pavement edge behind a garden frontage or space, as for example Wye House on London Road, or the Congregational Chapel Manse on The Parade. However informal or small, these spaces add to the quality and richness of the streetscape and are often a key part of the significance of individual buildings, usually associated with boundary walls, railings or hedges of note.

Trees and Hedges

2.36 Where they occur, trees and hedges make a significant contribution to the Area.

Local Heritage Assets (shown as ‘significant unlisted buildings’ in the Statement)

2.37 The 2003 Statement map identified those buildings, walls and structures which were considered to be of historic or architectural significance, but which did not meet the criteria to be included on the National list for England. These buildings (‘local heritage assets’) have been reviewed and are included in Appendix A of the report.

2.38 As a result of this recent review, there are some buildings included on the Statement map as significant unlisted buildings are not now considered to be worthy of this designation or have been mislabelled on the Statement map:

- No. 108A High Street; a good replacement building which is in keeping, but does not meet the criteria as a local heritage asset
- No. 1 Barn Street; demolished and rebuilt, although its position and scale are still maintained it no longer meets the criterion as a local heritage asset.
- The group including Nos. 29A, B and C33-34 High Street, (excluding Nos. 30 and 35 which are listed); modern buildings which do not meet the criterion of local heritage assets.
- Bridge Garage Cottages, Nos 109 -111 London Road ; already listed Grade II.
- Nos. 19 & 20 The High Street – already listed Grade II.

- Nos. 130 and 131 High Street'; clarification of the list regarding the contribution of the arcade sections and historic posts and bases only.
- Nos 102-103 High Street; clarification of the list relating to the shop front which has no heritage merit, the upper floors have neutral value in the streetscape.
- No. 34 Herd Street, Brockbank; much altered and no longer of heritage merit.

2.39 Conversely, there are some other buildings that are now considered to warrant designation, including:

- the former stable or coach house now garage on Barn Street; the hip roof and simple character is a prominent building in the street scene resonant of the use of ancillary buildings in the town.
- Nos. 9, 10, 11 and 12 Figgins Lane Cottages; two pairs of red brick cottages of 19th Century; date omitted from previous list.

2.40 In addition, where they occur, other historic features such as lamp posts (as for example on Kingsbury Street) have been added to the list. The previous appraisal noted the importance of historic street surfaces and these should be respected and retained where they occur even if not specifically identified on the Statement map.



*Fig.24 Nos. 29A/B/C and Post Office, High Street
(Photo by Sage Gray, 2020)*



*Fig. 25 'Nationwide' and 'Specsavers', High Street
(Photo by Sage Gray, 2020)*

3. AREAS OF SPECIAL QUALITY

3.1 Former Policy HH11 of the Kennet District Council Local Plan identified the area to the north of the Conservation Area – Cross Lane and Cardigan Road – as an Area of Special Quality (ASQ). As part of the Study this former ASQ has been reviewed, together with four other candidate ASQs. The Study concludes that all five areas warrant identification as ASQs.

ASQ A: Cross Lane/Cardigan Road/Leaze Lane/Back Lane (North Side)

3.2 The policy noted, “to the north of the High Street, across Cross Lane and Back Lane, is a residential area characterized by substantial houses in large grounds with many mature trees. The area has a distinctive character which is worthy of being retained.” It also required the existing trees and landscape features in the area to be retained. This area encompasses a tract of land to the north of the town centre, to the north of Back Lane, and which up until the late 19th century was undeveloped fields beyond the town ditch which it bounded partly along Back Lane (as mentioned in the 16th century -source Victoria County History). The historic lanes of Hyde Lane and Cross Lane were in existence running northward to the Common.



*Fig 26: Map C 1923 Ordnance Survey 1:25 inch
(Source: Crown Copy Right and Landmark Information Group Ltd 2020 All Rights Reserved)*

3.3 The area began to be developed in the late 19th century for large secluded houses, one of the first buildings, known as Dervill House (now Upper Cross), is shown on the 1889 OS map on the junction of a newly formed Cardigan Road and Cross Lane. This building is still extant and the chimneys are prominent in views along Cross Lane. Other early buildings in large grounds included Summerfield owned by the College and Newlands.

3.4 By 1923 the area within the “triangle” of land bounded by Hyde Lane, Back Lane and Cross Lane had been developed to include many of the larger building which comprise the area today (Fig 26). They include Red House and White House and a group of buildings to the north east which are now included on the National Heritage List for England, including The Lodge Circa 1902, and Clements Meadow and Hyde Cross, all possibly by C E Ponting, architect and surveyor for Marlborough College. The group were constructed as residencies for College masters.

3.5 Throughout the area, the houses are characterised by an individuality of architectural form, with little repetition. The key, early buildings, do however, have general design cues, consistent with architectural fashion at the end of the 19th century and early 20th century. This is characterized by an asymmetrical arrangement of features, with sweeping roof slopes punctuated by prominent chimney stacks or irregular ranges of gables. There is often decorative detailing to highlight particular features such as entrance porches, windows, bays and chimney stacks. Materials include red brick, plain clay tile roofs, decorative clay tile hanging and occasional rough cast render with stone, often with carved, moulded profiles, used to define architectural features such as door surrounds. These architectural characteristics reflect both those buildings looking to the Vernacular (or English) Revival Style (Hyde Cross or Upper Cross) or an associated, Arts and Crafts Language (The White House).



*Fig. 27 The White House, Cardigan Road
(Photo by Sage Gray, 2020)*



*Fig. 28 The Red House (formerly Dervill House)
Upper Cross Lane (Photo by Sage Gray, 2020)*



Fig. 29 Clements Meadow, Cross Lane (Photo by Sage Gray, 2020)



Fig. 30 Cardigan Road looking eastwards with the White House in context (Photo by Sage Gray, 2020)

3.6 Tall, dense hedges and overhanging hedgerow trees line both sides of Cross Lane and Hyde Lane, often on raised banks above the road level. These create an enclosed, strongly semi-rural character to the development along these lanes, reinforced by occasional glimpses out over the fields to the west along Hyde Lane. These are both historic country lanes assimilated into the development of Marlborough and their historic rural origin is still evident and significant.

3.7 These characteristics are also true of the north side of Back Lane, another historic lane which has high hedges raised on a slight bank. Many of the houses fronting onto Hyde Lane and Cross Lane, and to a certain extent the north side of Back Lane, retain their extensive grounds with mature planting and tall trees. They are set back from the road on gravel drives, and therefore the buildings are to a greater extent screened from view by the boundary planting and established trees in their grounds with on glimpses through the entrances to their driveways.



Fig. 31 Distinctive high hedge rows and semi-rural character of Hyde Lane (Photo by Sage Gray, 2020)



Fig. 32 Back Lane looking Eastwards (Photo by Sage Gray, 2020)

3.8 Still hedge lined, the late 19th century, planned development of Cardigan Road has a less informal character than that of the earlier lanes. This is derived from the near straightness of the road, more formalized pruning of the roadside hedges, and a loose building line which informs the arrangement of houses on both side of the road. As a consequence of gradual planned development through the 20th Century the width of the plot frontages along Cardigan Road have a regular, but well-spaced quality, and less of an ad-hoc arrangement than Hyde Lane and the north western end of Cross Lane. They do, however, maintain their extensive rear gardens with groups of tall trees and mature hedges, which together create a distinctive leafy backdrop to these large detached houses.

3.9 There are notable views northwards to the elevated rear gardens of the buildings which lie to the south of Cardigan Road and East of Hyde Lane from Back Lane. Given the role of trees and hedges, chimneys and roof slopes pay an important part in the overall character of the area. An example of this is the contribution of Beechcroft, which although secluded, the roofs and chimneys of which form a focal point at the end of Cardigan Road above the high hedge fronting the lane or Hyde Lodge similarly in views along Hyde Lane.

3.10 An example of a new development which respects the character is the extension of the White House, a notable Arts & Crafts house on Cardigan Lane. The extension pays due regard to maintaining the legibility and architectural quality of the original building in scale and massing, whilst it also maintains the area views out across the gardens. The early driveways are in gravel which suits the informal, semi-rural quality, although the use of tarmac or block hard landscaping to frontages and cross overs is gradually diminishing some of the character of the area, particularly when associated with open frontages and loss of screening hedge rows.

3.11 To the north of the existing boundary, as Hyde Lane bears to the east, a narrow informal unmetalled track spurs off continuing the field boundary line to connect the town with the cemetery, known as Leaze Road. Although the houses along this stretch primarily date from the interwar period, they are substantial, detached properties in extensive gardens with mature planting and hedges. This character is resonant of the existing area and has a strong visual relationship and continuity in views along Hyde Lane. It is proposed that this area be included within the new ASQ.



Fig. 33 and Fig. 34 Informal semi-rural character along Leaze Road (Photos by Sage Gray, 2020)

3.12 Several of the buildings within the area are of architectural merit, such as The White House, or although of later development, such as that of the Leaze Road area were developed at the same time and have a consistent group value which contribute to the character of the area. Those buildings which have an architectural or which contribute to the particular character of the area as a group have been included on the list in Appendix A.

ASQ B: St. Johns Close

3.13 To the north east of the area to the south of Hyde Lane at its connection with the Common, there is a notable area of early 20th Century housing formed around a shared central allotment garden at St. Johns Close. The houses date from the 1920's, and are in groups with similar, but not identically architectural articulation of form with a strong Arts & Crafts character.

3.14 The development comprises of paired semi-detached houses to the north and south, with two rows comprising four symmetrical pairs defining the east of the informal square. The rows are one and a half storeys, with rough cast, rendered walls and sweeping, tiled roof slopes punctuated by gables and dormers. The semi-detached pairs have brick ground floors with rough cast render to their first floors and tile roofs that are punctuated by pairs of dormers.

3.15 All the houses have cottage style casements, although some have been replaced with modern style UPVC. The skilled architectural composition, massing and arrangement of the two short rows is especially notable in achieving a balanced composition with a common language whilst creating varied elevations. The rear elevations are equally well arranged, those onto the Common are of particular townscape significance with a rhythmical arrangement of flat dormer windows and regularly arranged chimney stacks. These form a distinctive architectural feature in views from Free's Avenue and the Common. Chimneys are significant and together with other details, such as timber door hoods, survive well. The group is a strong architectural ensemble underpinned with a social resonance associated with the College.

3.16 There have been some minor changes to front doors and windows and one visually prominent extension to No 1 St Johns Close. However the overall ensemble as a set architectural piece is very much intact.



Fig. 35 Central allotment gardens of St. Johns Close (Photo by Sage Gray, 2020)



Fig.36 View of St. John's Close from The Common (Photo by Sage Gray, 2020)

3.17 The land was part of the endowment of St John's Hospital which was closed in 1550 and became part of the endowment of the newly founded Marlborough Grammar School. In the early 1900s three masters of Marlborough College purchased the land to develop it as a housing estate of good quality housing to help replace the many sub-standard cottages in the town (source: 'Place Names of Marlborough' by David Chandler). The construction of the houses in the early 1900s was financed by the Masters, who were also notable benefactors to the town. The original plans for the construction of St Johns Close show that the whole of the central area of the Close was an integral part of the

design. This area of land was to be used by local people to grow food, keep poultry and other animals etc.

3.18 This is an area of housing which has a strong social and communal association with the College and has distinctive character unique to Marlborough. It is proposed that this area is identified as an ASQ. All of the buildings in it, and the central allotment gardens which they define are considered to be local heritage assets and are included in Appendix A.

ASQ C: The Common/Herd Street

3.19 The 2003 Statement notes that “early 20th century mansions along the top of Kingsbury Street define the northern edge of the historic town bordering the Common.” They were not included with the designated Conservation Area, which only extends to encompass the last 19th century terrace on Kingsbury Street.

3.20 It is noted that these properties retain much of their form and detailing; Thorn Hanger is a particularly good vernacular revival building with a flat hooded entrance gateway from the street. They make a prominent historic group of their period and social status in views across the Common and from Free’s Avenue and allude to the start of the historic area to the south. It is proposed that this area is identified as an ASQ as an interim measure, pending its future consideration as an extension to the Conservation Area.



*Fig. 37 View southwards across the common towards Thorn Hanger, Lukes and Highfield (right- left)
(Photo by Sage Gray, 2020)*

ASQ D: Back Lane (South Side)

3.21 This area was part of the former ASQ of Policy HH11. It extends from the proposed Cross Lane/Cardigan Road/Leaze Lane/Back Lane (North Side) ASQ to meet the northern boundary of the Conservation Area. It encompasses a number of smaller houses sited on the rear portions of the narrow residual burgage plots which run in a north south direction from the south side of Back Lane to the High Street. These mid and late 20th century closely developed houses have open front gardens, they incorporate occasional former outbuildings from when they were historically associated with buildings on the High Street.



Fig. 38 The historic grain of narrow north - south pattern of the rear burgage plots between the High Street and Back Lane (Source: Google Earth 2018)

3.22 The long narrow plots are strongly characteristic of old town and an important remnant of the historic morphology of the settlement pattern. In addition, the northern extent of the town was formed by the ditch partially along Back Lane. As a result, the area has little in common with the character of the area to the north, as is evident in the contrast with the dense mature hedges and secluded houses which define the north side of Back Lane. It is proposed that this area is identified as a separate ASQ as an interim measure, pending its future consideration as an extension to the Conservation Area.



Fig.39 Surviving historic walls defining plots between Back Lane and High Street (Photo by Sage Gray, 2020)

ASQ E: Salisbury Road/London Road

3.23 The area to the south of the river beyond the London Road bridge marks the convergence of the London Road (and Elcot Lane), Salisbury Road and George Lane. Recent archaeological research, as noted earlier, has identified that the Roman road through the town followed a much lower east-west route than that at Silverless Street and St Martins, which was previously thought to be that route (as noted in the 2003 Statement). Instead, there is evidence that the route ran south of the river following along Manton High Street, Preshute Lane, Treacle Bolley, George Lane, London Road and Elcot Lane. In addition, an ancient north-south route crossed the river at Culbridge (near the present London Road Bridge) and followed the line of The Parade, Perrins Lane and Kingsbury Street. (sources: Toller, H. 2013" The Roman road between Wickham (Speen), Berkshire and Fyfield, Wiltshire (Margary 53)"; Devizes: Wiltshire Archaeological and Natural History Magazine Volume 106, pp 52-56).

3.24 The intersection of these ancient routes is now a key nodal junction in the town adjoining the south-eastern boundary of the Conservation Area. It is defined by three groups of buildings. To the east, the multi gabled, three-storey elevations of Nos. 25 – 34 rhythmically articulate the corner of London Road as it changes direction from north-south to east-west. They are all listed Grade II.

3.25 Opposite are three ranges of red brick buildings of 19th Century date. The southern terrace of the group (Albany Terrace, Nos. 22-23 Salisbury Road) steps up to three storeys to mark the junction of George Lane and Salisbury Road. The canted return is a prominent focal point in views northwards along Salisbury Road and westwards along London Road. To the north of the junction, views southwards from the London Road out of the Conservation Area are terminated by Nos. 107 and 108 London Road. These 18th Century, Grade II listed buildings have distinctive half hipped gambrel slate roofs and all of the buildings form a strong group, including a small triangle of green space in front of them, on which stands a War Memorial to The 7th Battalion, Wiltshire Regiment in Marlborough (erected 1920 close to this position formerly on a triangle central island in the road).



*Fig. 40 The junction of Salisbury Road and London Road circa 1910
(Source: BBC Wiltshire Local History, courtesy of Ken Martin)*

3.26 This nodal junction is very important as a gateway into the Conservation Area. The long axial view northwards down the slope of Salisbury Road with the town rising on the south facing slope opposite is particularly significant to the setting of the Conservation Area. It is unfortunate that there is a short transitional area of modern development beside the river which diminishes the visual and physical connection of this area with that of the Conservation Area in its immediate context and setting.



*Fig 41 The War Memorial, London Road (A4) with Albany Terrace in the background
(Photo by Sage Gray, 2020)*

3.27 An ad hoc group of historic buildings radiate out from the intersection of these key roads, predominantly following the east west course of George Lane as it becomes the London Road. The earliest buildings are thought to be the rectilinear grouping of 16th Century cottages forming of Nos. 5-7 George Lane. These are a low one storey and attic with prominent hipped thatched roofs. To the west is No. 8 George Lane, an 18th Century, two-storey, thatched cottage. These buildings, together with Nos. 21 and 22 Salisbury Road (Albany Terrace) and No. 20 Salisbury Road, form a picturesque group in views westwards from the triangle, and which strongly allude to the historic significance of this area in the historic development of Marlborough.

3.28 To the north of the grouping on George Lane are two rows of cottages known as St Margaret's Cottages. These date from the early 19th Century and are some of the earliest buildings on Culvermead Meadow (they are shown on a map of Marlborough dated 1835). They are of red brick with a clay tile roof punctuated by three robust stacks. There are also two short rows of four cottages facing each other in staggered plan, separated by the gardens/ allotment area of Nos. 1-7 St. Margaret's Cottages. Although they have been subject to some alteration and extension, with only a few early 19th Century timber sashes remaining to the rear elevations, overall the 19th Century architectural form and articulation of the group is still legible. The open grassed approach from George Lane is an important setting which serves to reinforce their semi-rural character and distinction from adjacent modern development.



Fig. 42 St. Margaret's Cottages and footpath to London Road (Photo by Sage Gray, 2020)



Fig. 43 View eastwards along George Lane Photo by Sage Gray, 2020)

3.29 Immediately to the east of the London Road/ Salisbury Road junction, proceeding along London Road, there is a further group of 18th Century buildings, interspersed with late 19th Century and early 20th Century development, which contributes to the setting of the earlier buildings.

3.30 The 2003 Statement notes that “There appears to be a case for extending the Conservation Area to include the group of historic buildings in George Lane ...” (page 40). Based on the new research and above analysis of the visual contribution and strong group value of the buildings in the area, it is proposed that this area is identified as an ASQ , pending its future consideration as an extension to the Conservation Area.

4. THE REST OF THE TOWN

4.1 The remainder of the settlement of the town not covered by the Conservation Area or by a proposed Area of Special Quality has a primarily east-west pattern along the river valley, with a further area to the north west and the hamlet of Poulton. The extent of the spread of the town is limited to the south by the Savernake Forest.

4.2 Within this outer area the development has spread along main arterial lanes and roads which radiate out from the historic core and river crossing point. These include Port Hill (A346) to the north; Salisbury Road (also the A346) to the south; Granham Hill (the A345) to the south west; Bath Road (the A4 towards Manton) to the west; and London Road (also the A4) and Poulton Hill (towards Mildenhall) to the east. Along these roads are small clusters of buildings of local interest or occasional individual cottages resonant of the rural character of the area before modern housing expansion enveloped them. The one and a half storey hipped roofed cottages on Coldharbour Lane are such an example and are likely to date from the 18th Century.



*Fig. 44 View westwards along London Road
(Source: Google Earth June 2018)*



*Fig. 45 Coldharbour Lane
(Photo by Sage Gray, 2020)*

4.3 The historic elements of settlement along Bath Road is predominantly characterised by detached and irregular spaced houses in mature and verdant gardens set behind high hedges. They follow a linear pattern of development along the roadside on the lower slopes of the hillside. All the buildings of historic, social or architectural merit are included on the national list. The development does however provide a semi-rural setting to the western part of the Conservation Area with views to the College over the low-lying land and along the straight approach towards Marlborough from the west. Long axial views focusing on the landmark west end gable and fleche of the Chapel of St Michael & All Angels.

4.4 Where buildings are the first to develop another area of the town, as the two rows of early 20th century houses overlooking the water meadows along George lane, they have been included in Appendix A. They have been included for their distinctive townscape contribution given their raised position and semi-detached character and social contribution as representative of the speculative housing of the period or the 'new middle classes'. To the west at the split of the London Road and Elcot Lane is another small cluster of buildings which warrant inclusion in the appendix, including the Roebuck Inn which occupies a prominent position in the streetscene. These are all mostly 19th century but give a cohesive sense of place to this peripheral position in the town.

4.5 Trees and hedges contribute greatly to the wider area and the setting of the clusters of listed and local heritage assets, as do the retention of garden settings where appropriate to the age and character of the buildings. The semi-rural informal setting to the low thatched cottages Nos. 52 and 53 London Road for example created by the thick hedges and mature trees is evocative of an earlier, countryside location and make it a positive focal point in the long axial views along the road.

4.6 Remnant historic natural stone or blue clay set curbing and paving materials are still evident, as for example the raised curb and partial pavement along Herd Street at the junction with the Common. These contribute to the authenticity of the historic streetscape as a setting to the buildings and should be retained and carefully repaired.

5. POLICY RECOMMENDATIONS

5.1 As a result of this analysis, a number of recommendations are made in respect of the policies of the Neighbourhood Plan:

Land off Elcot Lane

5.2 The listed farmhouse and barn and its surrounding gardens are situated in a setting which is partially isolated from the surrounding fields and factory to the west, by mature hedgerows and a change in levels by virtue of its sitting close to the river. The property nestles against the dense backdrop of the wooded water course to the north to which elevation the majority of the private gardens are situated. This wooded area to the north forming the pre-eminent setting in which the building is viewed and appreciated. The front elevation has in fact an intimate, immediate setting provided by its drive and lawns with a mature hedge row and trees defining the space, and partially screening the building in wider views.

5.3 Although any proposal for development will inherently have an impact on the rural setting of the farmhouse to the south, if carefully designed, a meaningful, verdant buffer zone could provide a sense of separation from any development on the agricultural land to the south and mitigate the effects of the development on the setting of the designated heritage assets. In addition, the scheme layout may be designed to enable both some long and glimpse views through buildings and spaces to the heritage assets.

5.4 It is therefore recommended that the allocation policy identifies these heritage assets as constraints and requires the extent and layout of the developable land, and detailed matters such as scale, massing, and density must be informed by an appraisal of the significance of the listed buildings or the contribution made by their setting. Proposals should take this into account when considering the impact of a proposal on a heritage asset, to avoid or minimise any conflict between the heritage asset's conservation and any aspect of the proposal.

Land at Barton Deane

5.5 Barton Farm is unusual in Marlborough as the only clearly identifiable remaining historic farm close to the centre of the town. The Victoria County History notes that tenants of Barton Farm had pasture rights on Marlborough Common in 1638. The existing buildings on the site include a house dating from the mid 19th Century, incorporating parts of an 18th Century house and stable in Chequer brick. It has a half-hipped roof which was thatched at the time of listing. The list entry notes that all the listed buildings at Barton Farm form a group.

5.6 The mid 19th century ordnance survey maps indicate that the other single storey range which remains as part of this group formed the enclosure to the first of two yards. There was a further yard and group of structures to the west. The first yard area creates the immediate setting to the house and the stable and the group is the last remnant of the former large farmstead. Although diminished by alterations and the erection of new buildings the sense of this yard enclosure is still apparent in views from the northwest leisure centre car park. The loss of this building, if proposed, and infilling of the former yard would detract from the setting of the designated heritage assets. The scale of any proposed building, if not carefully handled, could also compete with the primary character and appearance of the 19th century farmhouse.

5.7 It is recommended the allocation policy identifies these heritage assets as constraints and requires the extent and layout of the developable land (for housing or a new medical centre) to avoid harming the setting of those assets.

The Town Centre

5.8 The entire town centre defined in this policy lies within the Conservation Area. Its provisions for encouraging and managing proposals to sustain the viability and vitality of the town centre should not contradict its special heritage value, but rather the two should be mutually beneficial. Although the policy will operate alongside Conservation Area policies, it is recommended that this cross reference is made explicit in the policy and supporting text.

Public Car Parking

5.9 The Town Council is investigating the potential to create new peak time public car parking spaces for the town centre at The Common. The Common historically extended either side of Free's Avenue as shown on the 1885 OS Map. The Victoria County History notes that a pasture held by the burgesses of Marlborough in 1194 or earlier for 10s. paid yearly to the lord of the borough may have been east of Marlborough Castle. In King John's reign the burgesses gave up that pasture in exchange for one which may be identified with Marlborough Common, sometimes called the Thorns. By 1908 and later the inhabitants could pasture as many cows as they wished for 1s. a week for each cow. The Common was levelled and reseeded in 1985, however it retains much the same extent today as shown on the 1885 OS Map.

5.10 This green swathe provides a balanced and impressive setting to the long avenue of trees and route north out of the historic centre. The long linear swathe is particularly important in views northwards from the south which also allude to the formerly isolated setting of the union workhouse (listed grade II) beyond the built-up area of the town. The green space is key in its uninterrupted extension beyond the workhouse and past the cemetery, forming a soft edge to these uses and buffer for the development edge. The Marlborough Townscape Study has identified it as an open space or landscape of heritage value and should be considered as a local heritage asset (undesigned heritage asset).

5.11 The proposal to construct a small public car park as an extension to the existing rugby club carpark will have an impact on the setting of the listed building and significance of the local heritage asset. The appearance of this area has already been diminished by the car park of the rugby club. Paragraph 197 of the NPPF requires the effect of an application on the significance of a non-designated heritage asset to be taken into account. In weighing applications that directly or indirectly affect non-designated heritage assets, a balanced judgement is required having regard to the scale of any harm or loss and the significance of the heritage asset. In addition, The Common forms part of the setting of the former Union Work House, and as such, where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal including, where appropriate, securing its optimum viable use.

5.12 Proposals for the extent and appearance of the car park should take this into account when considering the impact of a proposal on a heritage asset, to avoid or minimise any conflict between the heritage asset's conservation and any aspect of the proposal. It is recommended that the policy must require the minimum of physical intervention in respect of the length and width of the car park so as to retain a meaningful nib of land between its southern end and Hyde lane, and the continuous swathe between its eastern edge and Free's Avenue. Structures should be avoided and surfacing and

edge treatment should be appropriate to and harmonise with the natural, informal quality of the common. It is recommended that it is used only by cars (and not larger vehicles). It is considered that if appropriately detailed and implemented, the improvement of the Rugby Club car park could offer the opportunity for enhancement of the area.

Marlborough Conservation Area

5.13 Given the depth and extent of the character analysis of this very large Conservation Area, it is recommended that the policy cross refers to the 2003 Conservation Area Statement, as updated and supplemented by this Study, as providing the design guidance to which planning proposals will be expected to respond.

Areas of Special Quality

5.14 It is recommended that the five areas identified in Section 3 of this report are included in this policy and are shown on the Policies Map. The following policy wording is recommended, derived from the analysis of their character and using a similar approach and format to the design policies for the Manton and Mildenhall Conservation Areas and their settings:

“The Neighbourhood Plan identifies Areas of Special Quality at Cross Road/Cardigan Road/Leaze Lane/Back Lane (northside), at St. John’s Close, at The Common/Herd Street, at Back Lane (south side) and at Salisbury Road/London Road, as shown on the Policies Map. Development proposals located within an Area of Special Quality should demonstrate that they have had full regard to the following characteristics that contribute to the significance of its local architectural and historic interest:

A. Cross Road/Cardigan Road/Leaze Lane/Back Lane (North Side)

- *The prominence of tall, informal, dense hedges which line both sides of Cross Lane and Hyde Lane, often on raised banks above the road level that are both historic country lanes assimilated into the development of Marlborough*
- *Many of the houses retain their extensive grounds with mature planting and tall trees*
- *The driveways are in gravel which suits the informal, semi-rural quality but, where tarmac or block hard landscaping has been introduced to frontages and cross overs it has diminished the character of the area*
- *Dense mature hedges and secluded houses define the north side of Back Lane*
- *Leaze Lane is a narrow informal unmetalled track with houses primarily dating from the interwar period that are substantial, detached properties in extensive gardens with mature planting and hedges*
- *There is a strong visual relationship and continuity in views from Leaze Lane along Hyde Lane*
- *The White House is of local architectural merit and is consistent in its built form with others along the lane to create a coherent group value*
- *The medium height hedges and occasional, prominent mature trees along the front plot edges create a verdant rural character to the Cardigan Road part of the Area*
- *Houses are set back from the road by garden frontages defined by hedge rows, through which driveway openings are restricted to a minimum.*
- *Houses have an asymmetrical architectural character with a limited palate of materials often used decoratively, including chequered brick work, tile hanging to upper floors, decorative brick or stone detailing to windows and doors, string courses and plinths.*
- *The roofscape is significant, including the visual contribution of dormers, gables and chimney stacks.*

B. St. Johns Close

- *The houses are in groups with similar architectural articulation of form with a strong Arts & Crafts character*
- *The two eastern ranges comprise one and a half stories with long sweeping tile roofs over painted rough cast ground floor brick walls*
- *The paired cottages to the west side are of one and a half storeys with hipped tile roofs, half dormers and central chimney stacks. Painted roughcast over brick ground floors. Simple door canopies on shallow timber brackets.*
- *The buildings forming the norther side onto Hyde Lane form three ranges of differing character. Nos. 7 and 8 are two storeys with sprocketed eaves extending over two storey canted bays on the southern elevations and central brick stack.*
- *The mass of the roofs is articulated by a series of balanced flat roofed or pitched half dormers and evenly spaced substantial chimney stacks*
- *The rear elevations to the eastern ranges have a simpler, continuous roofscape which is punctuated by evenly spaced, dormers with paired windows under shallow mono-pitched roofs*
- *The properties fronting onto Hyde Lane are screened by high hedgerows on the raised banks.*
- *Consistent architectural details include simple flat roofed canopies over entrances on simple moulded timber brackets.*
- *The area forms a distinctive architectural feature in views from Free's Avenue and the Common*
- *The open space comprising allotment land but also two sets of garages and open land at the centre of the Area is an essential setting enabling the appreciation of the group value of buildings that surrounds it. The use as allotments or productive gardens for the benefit of residents is a key element in the setting out the development as social and architectural set piece and therefore of its significance.*

C. The Common/Herd Street

- *A group of late 19th Century early 20th century mansions along the south side of the Common define the northern edge of the historic town and its abutment with the common.*
- *The buildings are a prominent historic group of their period and social status in views across The Common and from Frees Avenue defining the northern entrance to the town in long views from Port Hill*
- *Thorn Hanger and Fairview retain much of their common asymmetrical built form and detailing characteristic of the vernacular revival.*
- *Boundary treatments survive, including the Thorn Hanger Arts & Crafts style flat hooded entrance gateway from the street and brick wall with moulded stone copping. The ornate cast iron railing and gate to Fairview are also contemporary with the main house."*

D. Back Lane (South Side)

- *Smaller houses of mid and late 20th century with open front gardens and ancillary buildings, located on long, narrow burgage plots that relate to the town centre functions*

E. Salisbury Road/London Road

- *Long range views of the key building group around the junction of Salisbury Road, London Road and George Lane are significant, including Nos. 107 and 108 London Road, Nos. 25 – 34 London Road and 22-33 Salisbury Road (Albany Terrace)*
- *The gardens and verge setting to St Margaret's Cottages form an important space that is resonant of their original design and layout and their setting adjacent to the river.*

- *The arrangement of historic fenestration, roof forms and architectural features, such as chimney stacks, characterize buildings of otherwise simple architectural form.*
- *Building elevations generally run parallel to the road arrangement and are articulated to define corner positions.*
- *The cobbled pedestrian access from Nos. 1- 7 St Margaret's Cottages through to London Road is an important connection that is characteristic of the area.*
- *The character and appearance of the area around London Road bridge, including that part in the Conservation Area and its riverside setting, could be enhanced and better revealed to afford a stronger visual interconnectivity between the areas.*

Local Heritage Assets

5.15 It is recommended that the policy identifies all of those buildings and structures included on the list in Appendix A.

Green Infrastructure

5.16 The analysis has reinforced the value of the sequence and variety of open spaces that lie either side of the River Kennet all the way from the College through the town centre (and beyond Stonebridge Lane to the east) as a setting that defines the significance of the Conservation Area and many of its listed buildings and local heritage assets.

5.17 The saved Kennet Local Plan Policy HH10 identifies almost all of these spaces as an 'Area of Minimum Changes' (see Map A). The designation is intended to protect those areas of land within, or at the edge of built up areas which make an important contribution to the character and appearance of the settlement. It is uncertain as to whether or not the new Local Plan will accommodate this policy.

5.18 It would seem that all of these spaces will be identified as forming part of the wider green infrastructure network of assets, primarily for their recreational, connectivity and biodiversity value. In which case, the purpose of Policy HH10 will be served by that policy. However, it is recommended that the policy wording and supporting text acknowledge that this part of the multi-functional network serves an additional and important heritage purpose.

Local Green Spaces

5.19 The analysis indicates that there are strong candidates for Local Green Space designation – at The Green/St. Martins/Oxford Street/Silverless Street, at Priory Gardens, the Victorian Cemetery and at Wye House Gardens – based on their heritage value. Along with their clear public enjoyment, all three spaces appear to meet the criteria in the NPPF (§100) to qualify for designation. It is recommended these spaces are considered further by the Steering Group for designation by this policy.

Valued Community Open Spaces

5.20 The analysis also indicates there are other open spaces that may not meet the criteria to qualify as Local Green Spaces but have some heritage as well as amenity value for the enjoyment of the local community. They include the space around the War Memorial on London Road and the extensive space of the Common. It is recommended these spaces are considered further by the Steering Group for designation by this policy.

Additional Recommendations

5.21 It is not in the gift of a Neighbourhood Plan to modify a designated Conservation Area boundary. This is the responsibility of the local planning authority under the separate Listed Buildings & Conservation Areas Act 1990. However, the MANP can encourage Wiltshire Council to carry out a review and in the meantime contain suitable policy protection.

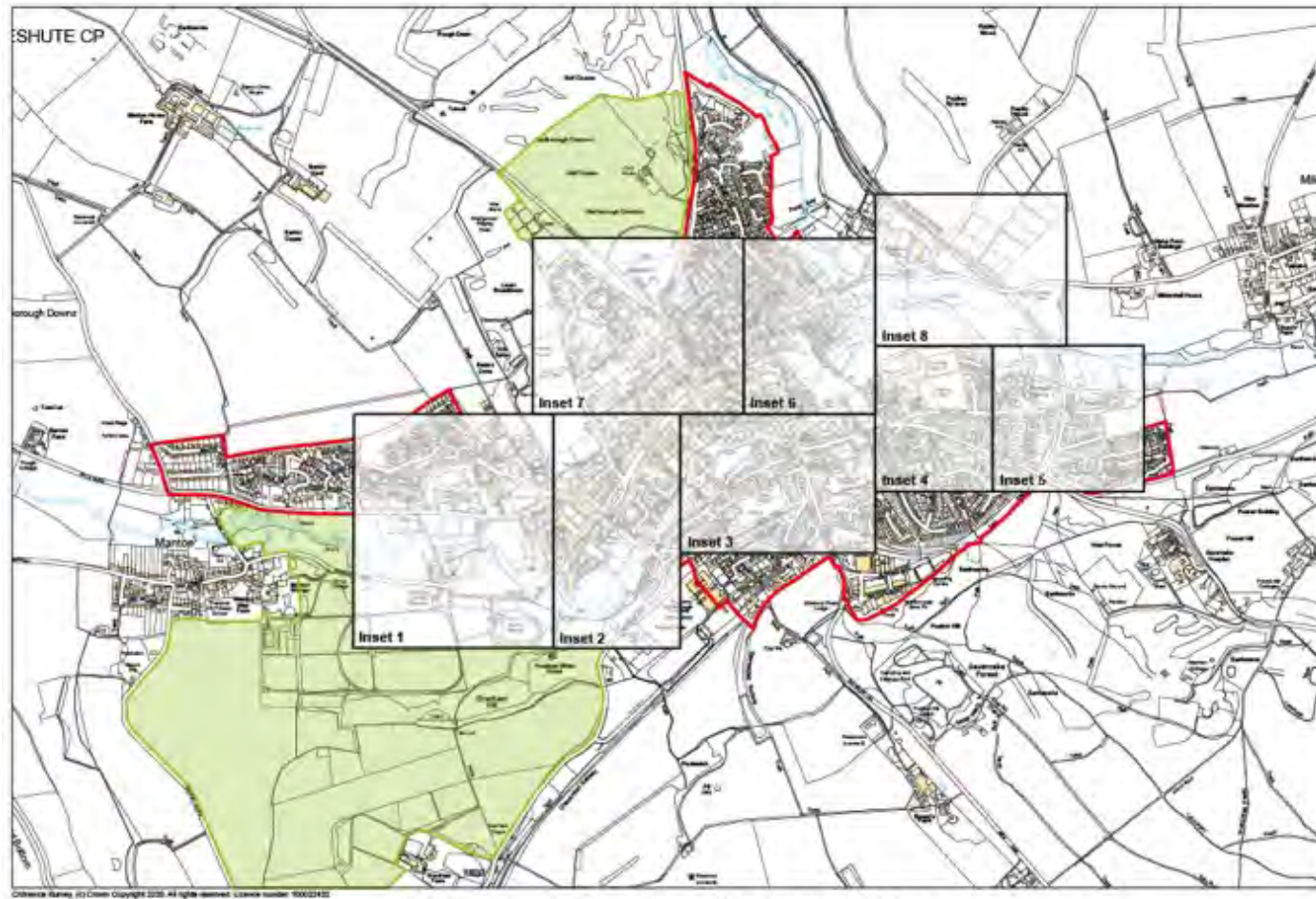
5.22 In Section 3, it is considered that three of the five ASQs adjoin the Conservation Area boundary and warrant inclusion within its boundary in due course. They are: The Common/Herd Street, Back Lane (South Side) and Salisbury Road/London Road. It is recommended that the Town Council encourages Wiltshire Council to review the Conservation Area boundary using the evidence of this Study. In the meantime, to ensure the three areas have sufficient protection from harmful development, they should be regarded as 'non-designated heritage assets' and included in the Areas of Special Quality policy.

SHORT GLOSSARY OF TERMS

Given the importance of the analysis in the Study being applied to the preparation of planning applications and to their determination by Wiltshire Council, it has had to use a design 'language' that may be difficult for non-technical readers. Set out below are therefore explanations of some of the terms used in the Study.

- **Axial** – a pivotal view
- **Coherence** – the ability to understand how buildings relate to each other
- **Context** – the surrounding area to a building or structure
- **Grain** – the detailed arrangement of buildings and spaces
- **Intensification** – building at higher densities within the existing built-up area
- **Inter-visibility** – buildings that can be seen together from different viewpoints
- **Juxtaposition** – buildings that are close together but contrast with each other
- **Landmark** – a building or structure that stands out in the townscape or a streetscene, usually by its larger scale or height than the surrounding buildings (and it may also punctuate or terminate a view)
- **Legible** – the ability to understand and remember how a building or area functions and appears
- **Morphological** – the general arrangement of buildings and spaces, evolved over time
- **Permeability** – the ability to travel through gaps and spaces in a built-up area
- **Punctuate** – a building or structure that stands out in a view along a street, usually by being forward of the common building line, but does not block or complete the view (terminate)
- **Roofscapes** – the appearance of a series of roof shapes and sizes in a local area, common or otherwise
- **Rhythm** – the pattern of building features in a streetscene, e.g. window arrangements
- **Streetscene** – the appearance of the street, usually when viewed along its length
- **Topography** – the form of the land, including slopes, ridges and plateaus
- **Townscape** – the general appearance of the town when viewed from a higher or distant vantage point
- **Vernacular** – building, roofing and boundary forms and materials that are common and historically associated with the local area

MAPS

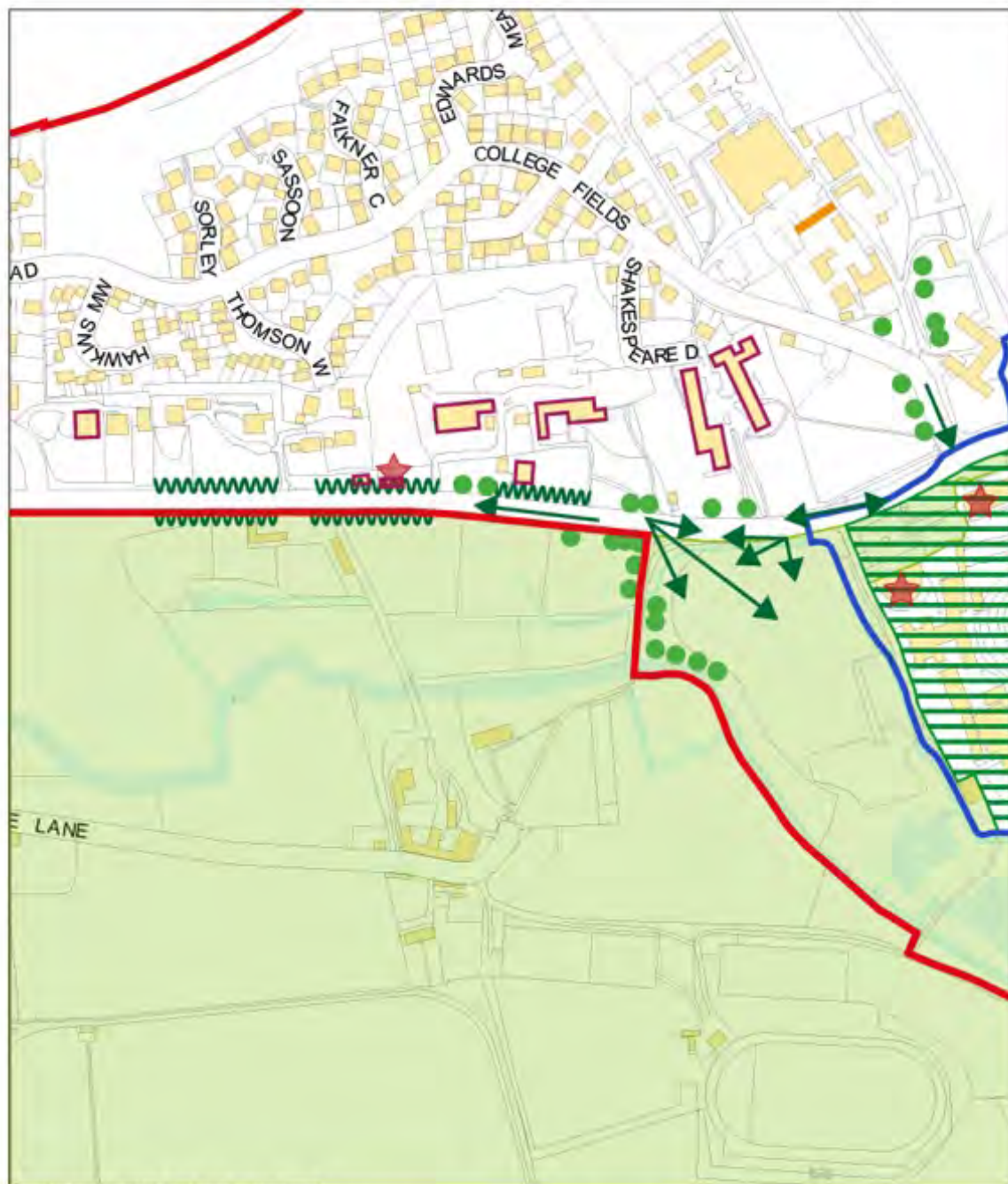


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Marlborough Townscape Study Insets Map



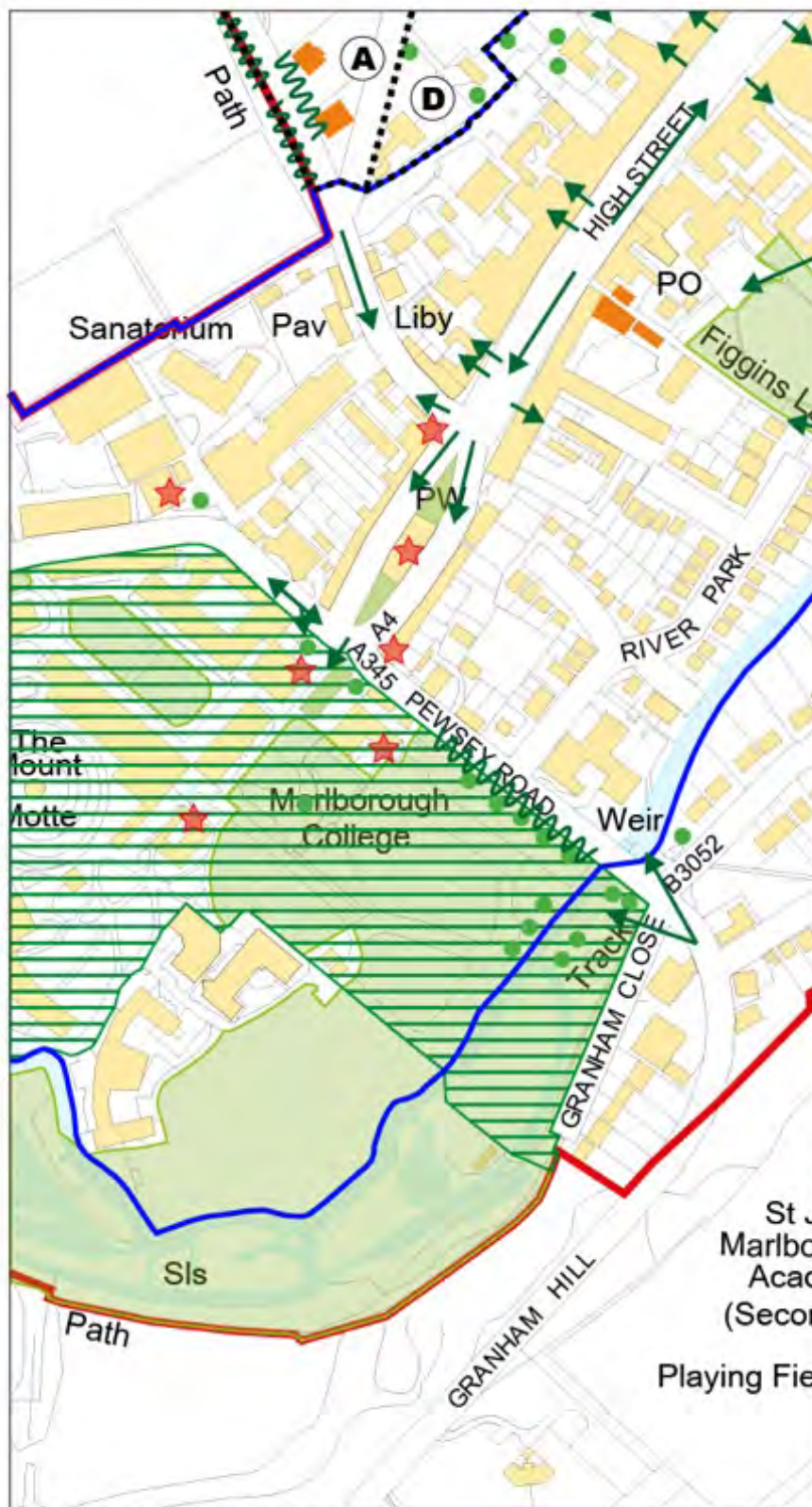
* Marlborough Townscape Study Area based on the Marlborough Settlement Framework Boundary (Source: Wiltshire Adopted Core Strategy 2015 Inset Map 7)



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Marlborough Townscape Study Inset 1

- | | | | | |
|-----------------------------------|--|--|----------------------------|--|
| Focal Point | Historic Lamp Post | Open Space and Landscape of Heritage Value | Local Heritage Asset | Existing Conservation Area |
| Views | Significant Hedge Row | Significant Tree/Tree Grouping | Registered Park and Garden | Listed Buildings and Walls |
| Marlborough Townscape Study Area* | Please note the information shown is intended to supplement the existing analysis identified in the Approved Marlborough Conservation Area Statement June 2003 and associated Conservation Area Maps. For the purposes of clarity, the previous information has not been reproduced. | | | * Marlborough Townscape Study Area based on the Marlborough Settlement Framework Boundary (Source: Wiltshire Adopted Core Strategy 2015 Inset Map 7) |

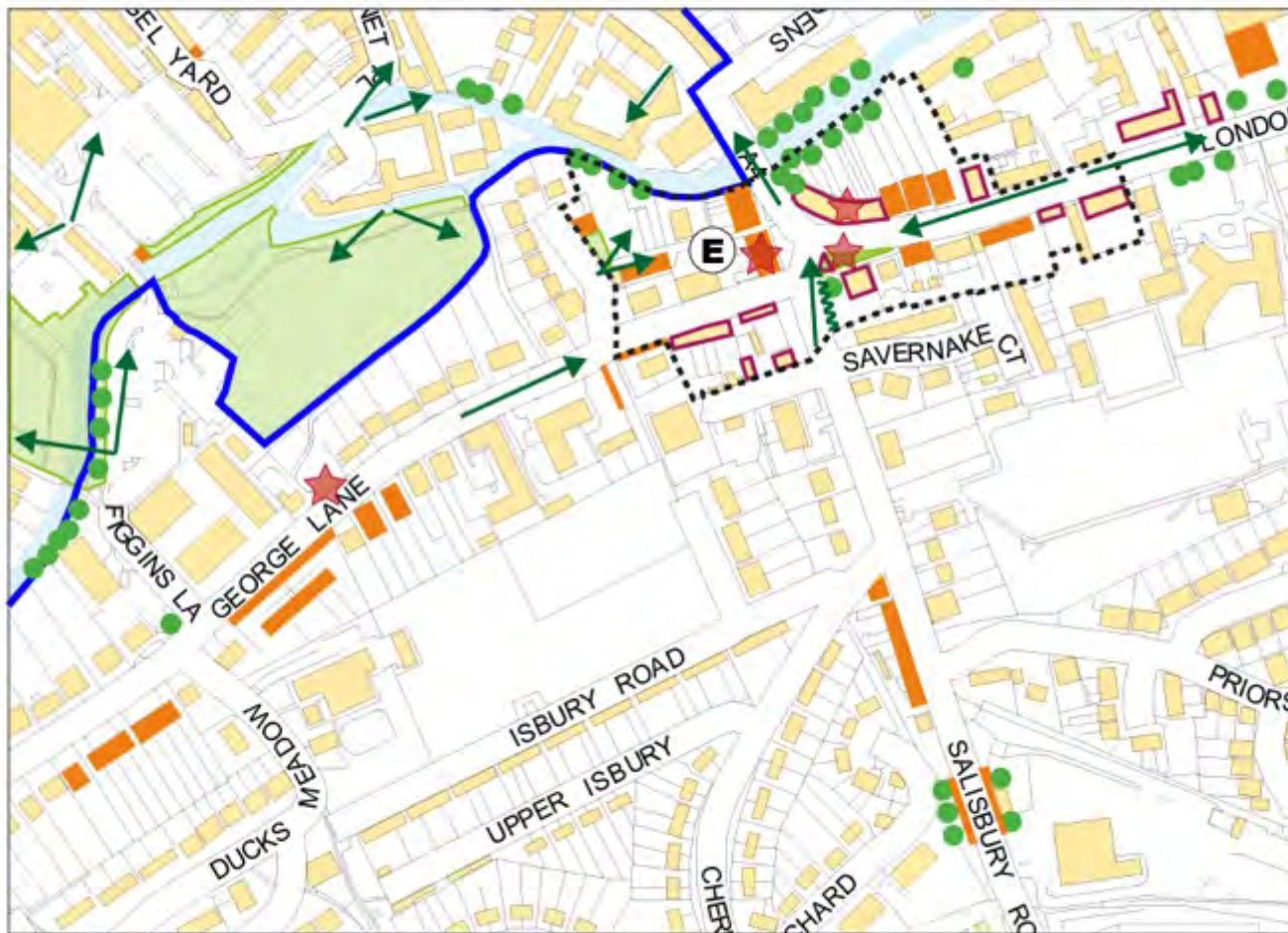


Marlborough Townscape Study Inset 2

-  Focal Point
-  Views
-  Historic Lamp Post
-  Local Heritage Asset
-  Significant Hedge Row
-  Significant Tree/Tree Grouping
-  Public Green Space
-  Area of Special Quality
-  Existing Conservation Area
-  Registered Park and Garden
-  Marlborough Townscape Study Area*

Please note the information shown is intended to supplement the existing analysis identified in the Approved Marlborough Conservation Area Statement June 2003 and associated Conservation Area Maps. For the purposes of clarity, the previous information has not been reproduced.

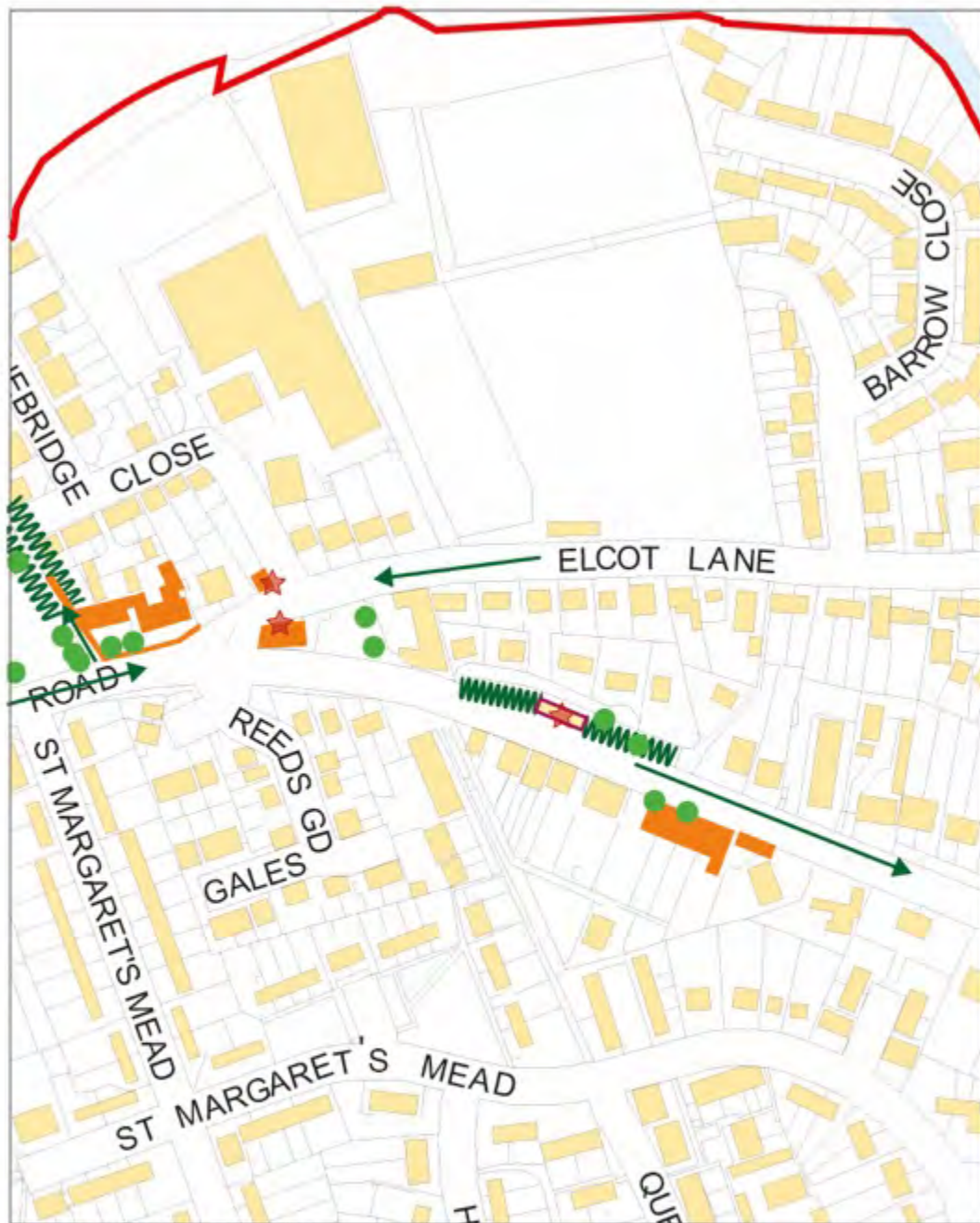
* Marlborough Townscape Study Area based on the Marlborough Settlement Framework Boundary (Source: Wiltshire Adopted Core Strategy 2015 Inset Map 7)



Marlborough Townscape Study Inset 3









-  Focal Point
-  Historic Lamp Post
-  Significant Hedge Row
-  Open Space and Landscape of Heritage Value
-  Views
-  Local Heritage Asset
-  Significant Tree/Tree Grouping
-  Existing Conservation Area
-  Listed Buildings and Walls
-  Area of Special Quality

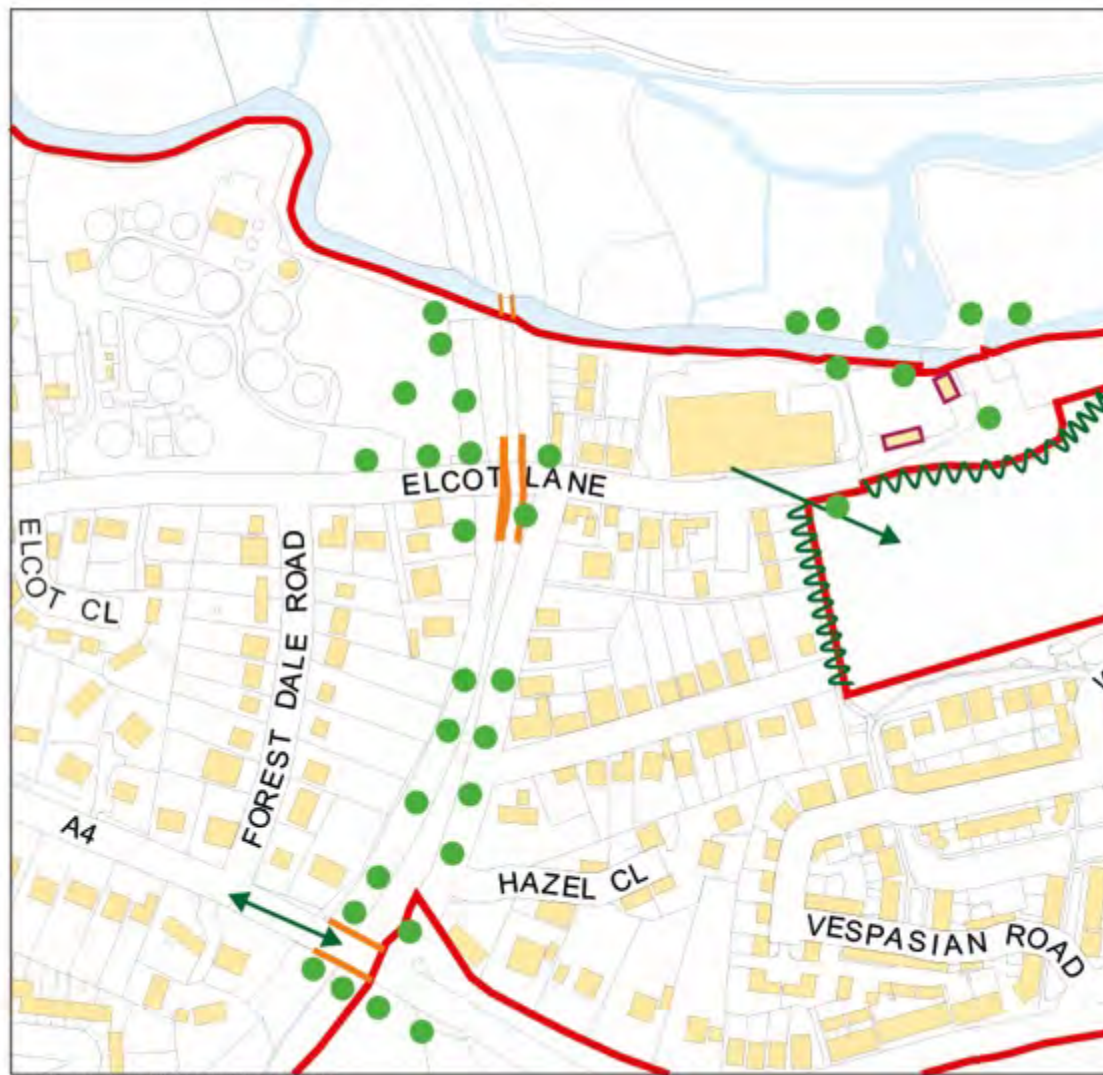
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Marlborough Townscape Study Inset 4

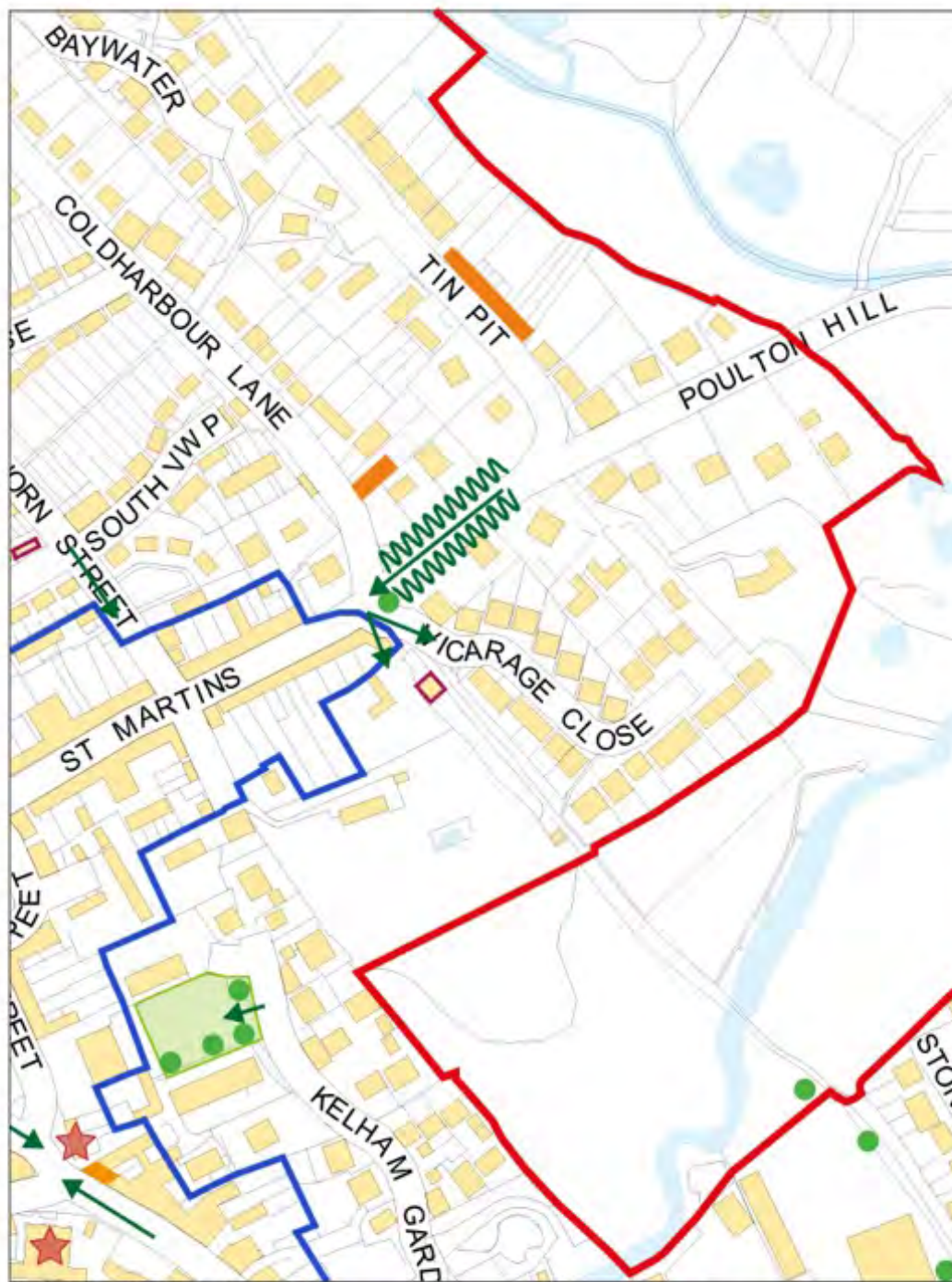
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|--|---|--|---|---|--|
|  Focal Point |  Historic Lamp Post |  Significant Hedge Row |  Views |  Local Heritage Asset |  Significant Tree/Tree Grouping |
|  Listed Buildings and Walls |  Marlborough Townscape Study Area* | * Marlborough Townscape Study Area based on the Marlborough Settlement Framework Boundary (Source: Wiltshire Adopted Core Strategy 2015 Inset Map 7) | | | |



Marlborough Townscape Study Inset 5

- ← Views
- ★ Historic Lamp Post
- Local Heritage Asset
- Significant Hedge Row
- Significant Tree/ Tree Grouping
- Listed Buildings and Walls
- Marlborough Townscape Study Area*

* Marlborough Townscape Study Area based on the Marlborough Settlement Framework Boundary (Source: Wiltshire Adopted Core Strategy 2015 Inset Map 7)



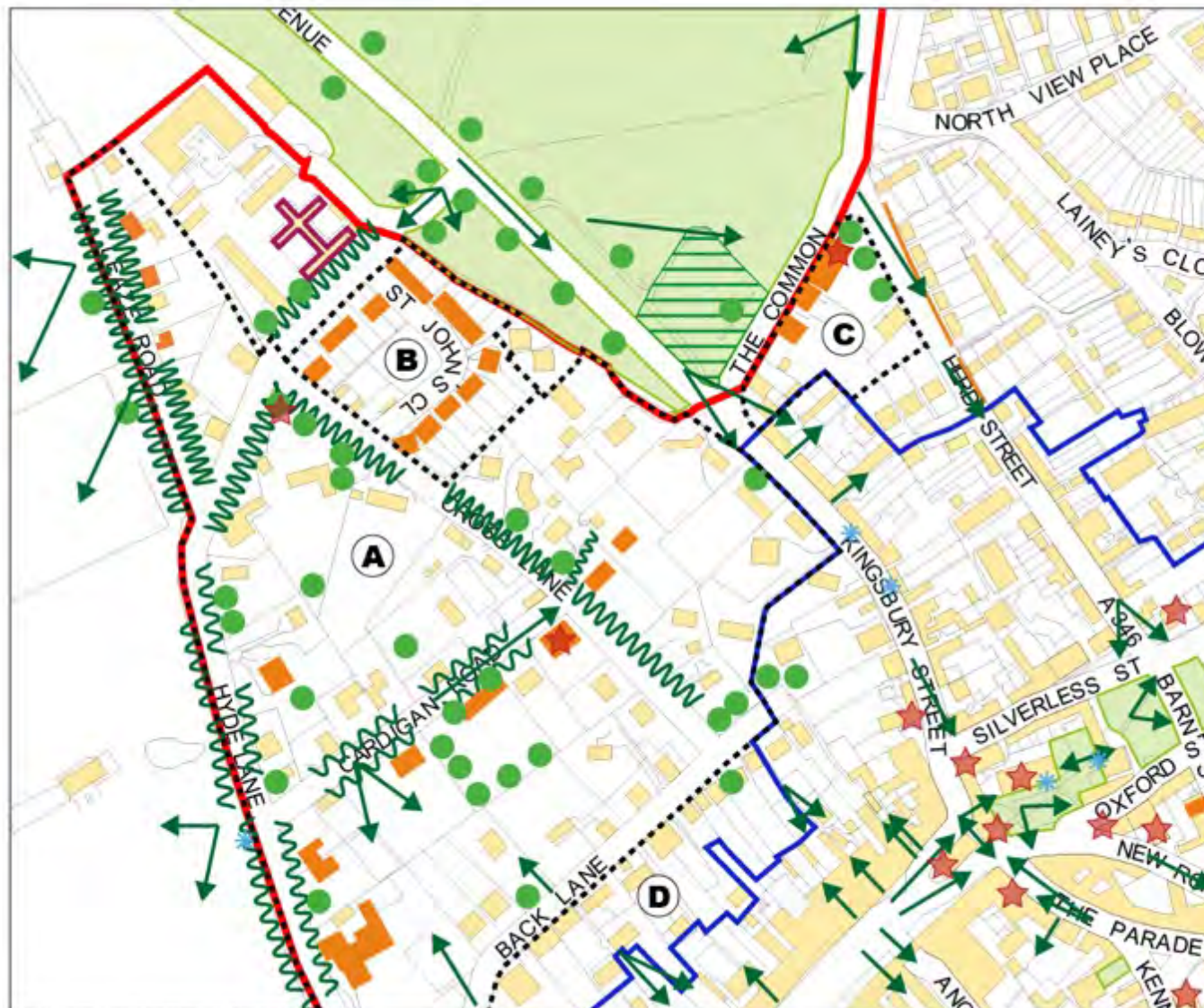
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Marlborough Townscape Study Inset 6















Please note the information shown is intended to supplement the existing analysis identified in the Approved Marlborough Conservation Area Statement June 2003 and associated Conservation Area Maps. For the purposes of clarity, the previous information has not been reproduced.

* Marlborough Townscape Study Area based on the Marlborough Settlement Framework Boundary (Source: Wiltshire Adopted Core Strategy 2015 Inset Map 7)



Marlborough Townscape Study Inset 7

-  Focal Point
-  Views
-  Historic Lamp Post
-  Local Heritage Asset
-  Significant Hedge Row
-  Significant Tree/ Tree Grouping
-  Open Space and Landscape of Heritage Value
-  Area of Special Quality
-  Existing Conservation Area
-  Listed Buildings and Walls
-  Scheduled Ancient Monument
-  Marlborough Townscape Study Area*

Please note the information shown is intended to supplement the existing analysis identified in the Approved Marlborough Conservation Area Statement June 2003 and associated Conservation Area Maps. For the purposes of clarity, the previous information has not been reproduced.

* Marlborough Townscape Study Area based on the Marlborough Settlement Framework Boundary (Source: Wiltshire Adopted Core Strategy 2015 Inset Map 7)

APPENDIX A

NOTE TO PROPOSED LOCAL HERITAGE ASSETS LIST

This list of Local Heritage Assets ('Non-designated Heritage Assets') is intended to support the identification of buildings and structures in Policy MARL14 of the Neighbourhood Plan. It provides a summary description of the type of local heritage value for each building but is not intended as a definitive analysis of significance. No detailed internal inspections have been undertaken and limited desk-based research. Rather, it is the responsibility of an applicant to acknowledge, understand and respond to that significance, prompted by this summary information.

In compiling the list particular reference has been made to the guidance contained in the publication by Historic England: Local Heritage Listing Advice Note 7 of March 2017. It notes *"Creating a local heritage list is a way for local councils and communities to identify and celebrate historic buildings, archaeological sites and designed landscapes which enrich and enliven their area."* It goes on to state that in its §24, *"Selection criteria are essential in defining the scope of the local heritage list and should take account of the range of assets in an area. This includes recognition that local distinctiveness may lie as much in the commonplace or everyday as it does in the rare and spectacular"*.


The criteria used to identify which buildings and structures in Marlborough town are worthy of inclusion in Policy MARL14 are set out below:









Criterion	Description
Age	The age of an asset may be an important criterion, and the age range can be adjusted to take into account distinctive local characteristics or building traditions
Rarity	Appropriate for all assets, as judged against local characteristics
Aesthetic Interest	The intrinsic design value of an asset relating to local styles, materials or any other distinctive local characteristics.
Group Value	Groupings of assets with a clear visual design or historic relationship.
Archaeological Interest	The local heritage asset may provide evidence about past human activity in the locality, which may be archaeological – that is in the form of buried remains – but may also be revealed in the structure of buildings or in a manmade landscape. Heritage assets with archaeological interest are the primary source of evidence about the substance and evolution of places, and of the people and cultures that made them.
Archival Interest	The significance of a local heritage asset of any kind may be enhanced by a significant contemporary or historic written record
Historical Association	The significance of a local heritage asset of any kind may be enhanced by a significant historical association of local or national note, including links to important local figures. Blue Plaque and other similar schemes may be relevant.
Designed Landscape Interest	The interest attached to locally important historic designed landscapes, parks and gardens which may relate to their design or social history. This may complement a local green space designation, which provides special protection against development for green areas of particular importance to local communities for their current use.
Landmark Status Social and Communal Value	An asset with strong communal or historical associations, or because it has especially striking aesthetic value, may be singled out as a landmark within the local scene.



In addition to a short description based on the selection criteria above, buildings included on the Local Heritage List have been assigned a letter summarising their value of significance based on the four areas of value defined by Historic England in their document Conservation Principles Policies and Guidance for the Sustainable Management of the Historic Environment (English Heritage April 2008). These are as follows:


- **Evidential Value (E)** - derived from the potential of a place to yield evidence about past human activity.
- **Historical Value (H)** - derived from the ways in which past people, events and aspects of life can be connected through a place to the present. It tends to be illustrative or associative
- **Aesthetic Value (A)** - derived from the ways in which people draw sensory and intellectual stimulation from a place. Aesthetic values can be the result of the conscious design of a place, including artistic endeavour. Equally, they can be the seemingly fortuitous outcome of the way in which a place has evolved and been used over time. Many places combine these two aspects – for example, where the qualities of an already attractive landscape have been reinforced by artifice – while others may inspire awe or fear. Aesthetic values tend to be specific to a time and cultural context, but appreciation of them is not culturally exclusive.
- **Social Value (S)** - compared with other heritage values, social values tend to be less dependent on the survival of historic fabric. They may survive the replacement of the original physical structure, so long as its key social and cultural characteristics are maintained; and can be the popular driving force for the re-creation of lost (and often deliberately destroyed or desecrated) places with high symbolic value, although this is rare in England.







ADDRESS	DESCRIPTION	SIGNIFICANCE VALUE
Barn Street		
12 Barn Street	19 th Century Red brick, 2 storeys with steep slate roof and lateral stacks. Symmetrical arrangement with central entrance. Strong Group value with 1 & 2 London Road and which together define Wye Lane.	A, H
Stable/ coach house west side	Red brick old hipped slate roof. Early 19 th century. (Not noted on 2003 CAS map) partly rebuilt. Prominent in views south and a surviving example of the ancillary character and use of buildings on this side of the street.	A, H
Cardigan Road		
Upper Cross and Lodge opposite	Late 19th Century (circa 1880's), substantial red brick house with shaped tile hanging to upper storeys and dormers. L shaped plan of 2 storeys with attic. English revival style with jettied decorative timber framed room above the principle entrance porch and ornate carved stone door surround. Tall substantial moulded chimney stacks, that to the north gable is a prominent feature in views through the area. Lodge / coach house opposite is later. One of the first buildings in this area to the north of the town. Dominates the corner of Cardigan Road and Cross Lane.	A, H
The Red House	Late 19 th century large red brick and decorative tile hanging. Forms a loose group with Upper Cross and the White House as three of earliest properties to be built in this area. Established garden setting is important.	A, H
The White House	Early 20 th century (Circa 1920) Arts and Crafts style, extended early 21 st Century, white painted rough cast with red tile roof. L shaped plan of a main east – west range with north facing wing with horizontal emphasis to overall form and articulation derived from the 1 ½ storeys under a large steep unpunctuated roof slopes. Carefully designed architectural appearance with irregular fenestration balancing the wide front entrance and flat timber canopy. A notable architectural composition. An early building on the area. Established garden setting and long range views over grounds from Cardigan Road significant to setting.	A, H
Cold Harbour Lane		
Coldharbour	18 th century, 1½ storey cottage with tiled half hipped roof at west end. Painted brick and casements (mostly modern). Situated at right angles to the historic lane it has a picturesque quality in the streetscape.	A, H
College Fields		
Barton Farm ancillary building	19 th century Single storey red brick ancillary building, remnant of former farmstead. Forms group with listed Farmhouse and stable.	H




The Common		
Highfield	Late 19 th century, later subservient wing to west of similar detailing, Two storey and attic. Red brick with red tiles roof and moulded stone lintels to windows. The earliest of the group facing the common. 2 storey canted bay under gable of transverse wing facing onto the Common. Painted stone porch. Decorative barge boards with central moulded pendant. Three plain, but robust and prominent chimney stacks. Significant in views across the Common and group value with Lukes and Thorn Hanger. Good contemporary, cast iron decorative railings on brick plinth and gate to frontage.	A, H
Lukes	Late 19 th century, two storey, painted render, square plan simple restrained elevation with two canted bays to the front elevation. Shallow slate roof with prominent centrally placed painted stacks. Significant in views across the Common and group value with Highfield and Thorn Hanger.	A, H
Thorn Hanger	Early 20 th century, a distinctive red brick with tile hanging. 2 storeys plus attic. A robust building whose appearance to the north facing the Common is defined by the substantial mansard roof flanked by a pair of Dutch gables with projecting eaves and unusually detailed decorative soffits. These are separated by a large barrel roofed dormer over a horizontal run of casements. The garden elevation (south) has not been inspected. The building has a notable high brick garden wall with moulded stone coping which restricts views from street level and punctuated by a skilfully detailed moulded brick gate with flat roofed timber canopy on paired brackets. The wall curves to the carriage entrance.	A, H
The Common	The Victoria County History notes that a pasture held by the burgesses of Marlborough in 1194 or earlier for 10s. paid yearly to the lord of the borough may have been east of Marlborough Castle. In King John's reign the burgesses gave up that pasture in exchange for one which may be identified with Marlborough Common, sometimes called the Thorns. By 1908 and later the inhabitants could pasture as many cows as they wished for 1s. a week for each cow. The Common was levelled and reseeded in 1985, however it retains much the same extent today as shown on the 1885 OS Map.	S, H
 Elcot Road (Buck Lane)		
Railway Bridge over lane, Midland & South Western Junction Railway	Late 19 th century stone and brick embankment and railway bridge over lane.	A, H
Figgins Lane		
9,10,11,12 Figgins Lane Cottages	Two pairs of 19 th century cottages. 2 storeys. 9 & 10 are a pair, red brick with decorative blue header diamond shape in brickwork and decorative string. 11 and 12 have good semi- circular and cambered rubbed brick voussoir arches of architectural intent. Both back of pavement on the narrow lane. Good group value with cottages to rear of 38 and 39 High Street.	A, H





1, and 2 Figgins Lane	Pair of 19 th century two storey cottages. Painted render ground floor with painted brick first. Directly onto back of narrow pavement. Form a strong group with 9, 10, 11, 12 Figgins Lane and provide a sense of enclosure to lane with Nos. 11 and 12 in particular, together framing views southwards.	H, A
 Garden End		
Eddison House, Beechcroft	Early/mid 20 th century houses. 2 storeys in red brick. Noted form prominent contribution of their red tile roofs above the hedge line in views along Cardigan Road and setting to the group including Upper Cross, Red House and The White House.	A
George Lane		
9-10 George Lane and police station 	Old red brick wall on stone base. Historic boundary wall remaining- historic evidential value to former large mansion on site. Provides townscape interest to listed group on George Lane. 	H, A
12 to 19 George Lane And 18 to 36 George Lane 	Pairs of early 20 th century semi-detached red brick houses with slate roofs. No. 16-35 have bays with architectural details in stone as an expression of new middle class development. Nos 12, 13 and 14 have a plain cottage character. The two groups of semi-detached properties, raised on a bank above the historic lane level, they share a distinctive group value which defines the character of the south side of George Lane. 	A
St Michaels Cottages 	Dated 1923, red brick with long sweeping tiled roof slopes punctuated by small hipped dormer windows and tall chimney stacks placed centrally on along the ridge. A one and a half storey range of cottages in a 'C' plan, arranged symmetrically around a narrow but pivotal gabled passage on a strong axis from the street. The principal rectilinear range is framed by the hipped gables to the east and west ends. The cottages were purpose built as staff cottages for Marlborough College. Well expressed architectural form expressive of its associated college use and which is prominent in the street scene given its raised site and open outlook.	A
St Margaret's Cottages  	Early 19 th century (shown on a map of Marlborough dated 1835). Red brick and clay tile roof punctuated by three robust stacks. Two short rows of 4 cottages, facing each other in staggered plan, separated by the gardens, allotment area of Nos 7-10. Some alteration but the 19 th century architectural form is still legible. Some 19 th century sashes remaining. A public cobbled path connects the group to the Salisbury Road and has strong streetscape value. Strong historic and group value for planned arrangement and early development of the pastureland next to the river, a sense of which is still retained. The open grassed approach from George Lane is an important setting which serves to reinforce their semi-rural character and distinction from adjacent modern development.	A, H







The Green		
34 The Green	Early 19 th Century small chapel or hall, simple rectilinear building with entrance porch. Raised coped gable fronting the Green. Brown brick. An unusual building in the context of the Green. Old Toc H WWI and WWII charity for Soldiers requiring support occupied the building.	A, S, H
Eagle House, The Green	Early 20 th Century, red brick and tile hanging, two principal gabled elevations well composed, addressing St Martins (The Green) and Barn Street. Set back from road frontage. Contemporary brick boundary wall. Group value with Nos 7 The Green and 1-7 St Martins.	A
7 The Green	Late 19 th century house, public house, now residential. Prominent corner position facing onto the Green. Red brick Arts and Crafts features including square headed dormers. Group value. Several generations of the entrepreneur/inventor family lived there – a carved wooden door records their work. Group value with Eagle House and Nos 1-7 St Martins.	A, S
Herd Street		
38 Herd Street Former St Mary's Infants and Girls School	19 th century former school in Gothic Revival style. Grey random rubble stone building with 3 robust gables fronting the street. Dressed mullion and transom stone windows. Converted to residential however retains its original legibility well.	A, H, S
Brockbank 34a Herd Street	Possibly early 20 th century much altered. Included on 2003 CAS map – however not worthy of inclusion on the local asset list.	-
High Street (North Side)		
139 High Street 	20 th century building 4 double canted bays of little merit. Ground floor arcade with Doric posts on bases of group value merit, forming continuous arcade.	A (arcade posts only)
130 High Street	1970s retail and offices above, street arcade with posts at ground floor has group value.	A (arcade only)
128 – 129 High Street	Late 20 th C retail to ground floor commercial above. Three storeys alternating narrow brick panels and windows separated by tile hanging. Modern shop front and interpretation of projection arcade at ground floor. Poles instead of posts. Noted as significant unlisted in 2003.	-
108 A ‘	21 st century in traditional construction with period details such as dentilated eaves and double hung sashes. Pent roof over shop front. Noted as significant unlisted in 2003.	-
103 High Street 	Late 19 th century three storey Domestic Revival with mock framing and decorative brick infill panels. Central projecting bay with gable and with decorative frieze. Front door to shop of a piece. Group value with 106 (Listed) and 104.	A, H
104 High Street ,	Late 19 th century 2 story Domestic Revival, heavily restored. Group value with 104.	A, H
102-103 High Street	20 th century brick with parapet. Range of 4 sashes and one tripartite sash. Modern shop front.	A (exc. shop front)
101 High Street	Late 19 th century in Domestic Revival style. Three storeys with prominent jettied gable. Pent roof over first floor projecting bay. 2 square oriel windows at second floor on brackets. Steep tile roof. Robust brick rusticated quoins and brick rustication to ground	A




	floor frontage with flat segmental head across whole of front. Ground floor is of particular merit and contributes to the High Street frontage. Prominent building in views along the High Street.	
92 High Street 'Kim Vine'	Late 19 th century, two and a half storeys in Domestic Revival style with decorative tile gable fronting the High Street. Shop front in traditional style with canted bays under tile pent roof.	A
High Street (South Side)		
Angel Yard	19 th Century, simple brick building, narrow plan with gables. Circular vent opening in south gable. Former ancillary building, abutting south elevation of Messrs Frees' Warehouse (listed) now converted to residential. Tannery existed in Angel 1850 (Source VCH)	H
22 High Street	Late 19 th century incorporating section of timber frame and bricks from earlier building which is visible on the flank wall carriageway to Hillier's yard. Red brick with ornate buff strings and voussoirs to cambered arches, three storeys with attic. Central gable. Symmetrical canted shop front (modern) with tiled pent roof over. Prominent in streetscape, especially eastern gable and tall chimney stacks in views west wards along the High Street.	H, A
23 High Street	Late 19 th /early 20 th century, two storeys plus attic. Brick ground floor shop front of note with two entrance doors arranged symmetrically either side of a central tripartite shop window over brick plinth. Moulded brick pilasters and brackets framing doors with fanlights. Upper storeys with two gables, rendered – probably later.	A
29A, 29B, 29C, , 33	Modern group of no historic or architectural merit. NB A discrepancy with the list description which describes 31-34 as 18 th century. Included as significant unlisted on the 2003 map. No 30 High Street is Listed.	No significance
40 High Street and 41 High Street 	Late 19 th century, two storeys with attic, Non symmetrical gables either side of a central English revival style projecting bay with black and white false timber framing. Shaped tile hanging to gables, red brick to lower storeys. Ground floor shop frontages altered, but central bay retains stone mullioned horizontal range of windows. Prominent substantial moulded brick lateral stack which rises from corbels facing onto Figgins Lane. Second large decorative stack to No 41 on rear slope parallel with ridge. Both stacks significant in views along High Street and Figgins Lane. Rear elevation with tile hung gables of townscape note also in views northwards along Figgins Lane. A substantial building whose massing and detailing is well handled. Of particular townscape and architectural significance in its contribution to the conservation area.	A, H
Hyde Lane		
Westalls	Early 20 th /Late 19 th century 2 storey, large, rendered villa style. Regular fenestration shallow hipped roof.	A, H
Summerfield	Substantial late 19 th century house associated with the College, 2 storey and attic, red brick, characterised by a series of gables to the front (west) elevation which punctuate views along Hyde Lane. The rear has an extensive 20 th century rear wing which is prominent (and visually obtrusive) in views northwards across the	A, H

	extensive grounds which extend from Back Lane. One of the first houses in this area.	
May Hill	Early 20 th century semidetached pair, red brick and decorative tile hanging to first floor.	A, H
L shaped house 	Late 19 th century L shaped, red brick with timber glazed porch. Early in development of area. Detached, secluded building set back from road by drive in extensive grounds.	H
Kingsbury Street		
27a Kingsbury Street 	Mid 19 th Century two gables to road elevation. Same phase as the Cricketers Public House. Group value. 	A
Lamp column	Cast iron lamp post with fluted column outside 27a.	A
37 a Kingsbury Street	Robust town house 3 storey early 19 th century rendered, timber sashes with low slate roof.	A
Barn now house attached to rear 37 a Kingsbury Street	Possibly 19 th century, but steep tiled roof – different character to 37a. Converted to house and now domestic in character. Adds interest to street scene by framing glimpses of courtyard buildings to rear.	A
12 Kingsbury Street Blake House	Late 19 th Century, red brick with coloured pointing (weathered tuck pointing) decorative stone and brick string, original timber casements with deep moulded mullions windows. Doorcase with bay over with decorative dentilated eaves cornice.	A
13 Kingsbury Street	Red brick on plinth with projecting gables to street elevation. Has group value with No. 12.	A
 18 Lower east Side of Parade 	Late 19 th century Domestic Revival, ground floor shop front with dominant jettied gable at first and second floors. Decorative tile hanging at first floor. List description for 16 & 17 notes: Nos 16 to 18 (consecutive) form a group.	A
The Lamb Inn	19 th century coaching Inn, long frontage onto the Parade. ground floor has been altered but retains central carriageway entrance access to rear behind doors, sash windows in white painted brickwork above. Strong group and historic value with The Crown Inn to the right hand side.	A, H
Former Cross Keys Inn	Late 19 th century public house of some architectural pretention, detached, symmetrical elevation on to The Parade with 5 bays. Central bay has a pediment with a coat of arms in the tympanum. Deep dentil moulded eaves course and ornamental metal balcony at first floor. The alleyways to either side give access to interesting rear courtyard glimpses, particularly into Stable Court at of rear with former coach house.	A
25 The Parade Marsh House	Mid 19 th Century double fronted three storey red brick house with ordered sash windows and prominent rusticated brick doorcase.	A
Formerly United Reform Church Now warehouse.	19 th century red brick. A robust rectilinear building with a prominent gable facing toward the parade. The gable is framed by buff stone quoins and stepped gables with central gothic window above entrance doors.	H, A, S
Stable block/ ancillary buildings to rear of United Reform church	19 th century red brick ancillary buildings glimpsed through side lane to rear of united reform church, group value and streetscape interest.	H
Coach House to rear of Pagoda on New Road. 	Red brick coach house	H
Leaze Road		
Due West, Broadleaze, The Shering	All circa 1930 – 40 in red brick in large mature gardens. Relatively simple architectural forms sympathetic to the semi-rural setting of	A, H

	Leaze Road. Noted for group value as relatively unaltered first phase of development and informal setting of the cemetery approach.	
London Road		
1 & 2 London Road	Pair of houses, red brick with ground floor shop front under pent roof. Oriel window above. Late 19 th century. No 1 has a distinctive tapered and sharply angled return onto Wye Lane. Prominent corner position on the London Road.	A, H
35 London Road	Early 20 th century double fronted red brick villa style. Bay window to left hand side. Group value.	A
36 & 37 London Road	Early 20 th century, two storeys with attic, white painted rough cast render, slate roof. Art nouveau quality. Symmetrical pair with tall gables above two storey flat roofed bays. Gables have oriel windows on brackets. Linked slate pent roof to central entrance bay. Group value	A
38 & 39 London Road	Early 20 th century, symmetrical pair with square bays with gables. Brick ground floor render to first floor. Decorative timber frame features used minimally. Turned spindle timber porch detail under slate mono-pitch pent roof to central entrance bays. Noted for group value.	A
47 London Road Axholme House	19 th century, substantial double fronted red brick house with low pitched hipped slate roof which steps forward as two wings either side of the entrance bay. Prominent stacks survive. Ornate metal railings to balcony over entrance door. Set back from the road in Extensive grounds, now car parking it was clearly a building of status. Although the setting is much diminished some mature planting survives. To the east is the tree lined Stonebridge Lane which leads north crossing the river to join St Martins - an important historic route.	A, H
48 London Road 	19 th century, white painted render and slate roof, set back from main road. Two store canted bay to front elevation. Group value with Elcot House and Elcot Cottage.	A, H
Elcot House	19 th century, two storey double pile range with rear single storey ancillary ranges. Symmetrical pair of double fronted villas. White painted render and shallow slate roof. Canted bays to ground floor with curved roofs, formerly lead now GRP. Group value. Heavily restored.	A, H
Elcot Cottage	19 th century white painted roughcast render. Two storeys with shallow hipped slate roof. Much altered fenestration. Prominent position in street scene, particularly in views west along Elcot Lane. Group value.	A
Roebuck Inn	Late 18 th century, 2 storey rectilinear linear building with short single storey transverse range to rear. Painted render to London Road, soft orange/red brick to rear Elcot Lane Elevation. Main roof clad in slate, steeper rear wing in old tile. Varied chimney stacks to rear elevation. Front possibly remodelled in early 20 th century with brick quins added. A significant historic building on an island site formed by Elcot Lane and London Road.	A, H
83 London Road 	Early 20 th century pair two storeys with slate roof. Canted bay with rough cast apron under first floor windows. Group value with 76 & 79	A
78 and 79 London Road 	Late 19 th century. Two-storey red brick pair with slate roof. Two storey canted bays with slate roofs are a key feature. Good detailing with rubbed voussoir heads, moulded eaves courses and	A

	stone keystone feature. Prominent lateral and central chimney stacks.	
Glenthorne Cottage 	19 th century, Simple rectilinear cottage with rear outshot. Altered fenestration. Prominent in views westwards along London Road. Group value.	A
Railway cutting under road, Midland & South Western Junction Railway 	Remaining late 19 th century architectural feature of Railway.	H 
New Road		
New Road Methodist Church 	1910. Brick and stone in a Free Perpendicular Style, its prominent front dominated by a tall ogee-headed window, cleverly incorporating the main entrance at its base, with battlemented parapet. Octagonal stair turret at right-hand corner with glazed lantern and battlements. Much simpler side elevations. Cast-iron railings to a small front garden. John Wesley preached in Marlborough in 1745 and 1747 but it was not until 1811 that George Pocock certified a Methodist chapel in Oxford Street. It was well supported in the mid 19 th century and in 1872 the chapel was extended. It was rebuilt in 1910 with the entrance in New Road and from then on was called the New Road Chapel. A prominent building in the conservation area of significant streetscape merit, the southern gable end is a focal point in key views northwards and makes a strong group with the adjacent listed Masonic Hall, both in views along New Road and Oxford Street. The Methodist Church octagonal tower is also a focal point. A key building which contributes to the significance of the conservation area and setting of a number of important individual historic assets, most notably the setting to St Mary's Church in views from the southern approach. This overall setting is, however, somewhat diminished by the majestic wine building.	H, A, S
9 New Road	18 th century cottage, painted render, hooped tile roof over outshot to southern end. Features include dentilated eaves and wrought iron fan light. The scale and domestic character are strongly resonant of a former historic character to the road. Forms part of an eclectic group of juxtaposed buildings to the east side of New Street.	A, H
Rear of 2, 3, 4 The Parade	A group of 19 th century ancillary buildings, 1 1/2 storeys with slate roofs at right angles to New Street. Central building of group much altered. Rear of Nos. 2 white painted with paired coach doors, sash over and arched passageway. Remnant characteristic of the rear service areas to The Parade. Form a group with No 13 Oxford Street.	H, A
Oxford Street		
17 and 18 Oxford Street, Corner of Barn Street	Mid 19 th century or earlier, old tile roof with substantial central stack, painted brick and render. Timber casement windows. Group value on prominent corner position on The Green.	A, H
Raised viewing platform	Raised viewing platform in south west corner of St Mary's Church Yard formed by high raking retaining walls which are prominent in the street scene. Popular vantage point over High Street. May also be considered as listed by virtue of its location within the curtilage of the church.	A, S, H
Railway Bridges		

High Bridge 	Late 19 th century structure remaining denoting line of railway and remnant of Marlborough's Industrial transport heritage.	S, H, A 
Poulton Hill Bridge 	Late 19 th century structure remaining denoting line of railway and remnant of Marlborough's Industrial transport heritage.	S, H, A
Poulton Farm Bridge 	Late 19 th century structure remaining denoting line of railway and remnant of Marlborough's Industrial transport heritage.	S, H, A
'Tumbledown' Bridge 	Late 19 th century structure remaining denoting line of railway and remnant of Marlborough's Industrial transport heritage.	S, H, A
St John Close		
1-28 St Johns Close	Circa 1920s. A set piece in an Arts and Crafts architectural style, built as a project by three masters of Marlborough College who purchased the land to develop it as a housing estate of good quality housing to help replace the many sub-standard cottages in the town. The close has allotment gardens in the middle which were an integral part of the design. Paired semi-detached houses to the north and south, with two rows comprising 4 symmetrical pairs defining the east of the informal square. The rows are 1 ½ storeys render with sweeping tiled roof slopes punctuated by gables and dormers. Semi-detached pairs have brick ground floors with render to first floors and tile roofs punctuated by pairs of dormers. Timber cottage style casements. The skilled architectural composition, massing and arrangement of the two short rows is especially notable in achieving a balanced composition with a common language whilst creating varied elevations. The rear elevations are equally well arranged, those onto the common are of particular townscape significance with a rhythmical arrangement of flat dormer windows and regularly arranged chimney stacks. Chimneys are significant and together with other details such as timber door hoods survive well. The group is a strong architectural ensemble underpinned with a social resonance associated with the College.	A, H, S
St Martins		
1-7 St Martins	Early 20 th century, terrace, red brick and tile hanging with distinctive repeating exuberant first floor oriel bays under prominent projecting gables. Group value with No7 The Green and Eagle House.	A
Salisbury Road		
22-33 London Road Albany Terrace 	19 th century red brick terrace development, consistent red brick voussoir arches to openings with central key stones, 22-29 have dentilated string course. Three-storey block on corner of Salisbury Road and George Lane with prominent hipped roof and chamfered return below with blind windows addressing this important historic junction and views northwards along Salisbury Road and westwards along London Road. Nos 28 and 29 are a robust two storey pair, and right angles to the linear terrace to either side and stepping forward of nos.30-33. Nos 30-33 are of a simplified subservient scale and character. The row together forms a strong group with the other heritage assets defining the junction. Path through to St Margaret's cottages.	A, H


17 Salisbury Road	Mid 19 th century, two storey cottages, painted render with slate roof. Double fronted, simple rectilinear form with lateral stacks. Two canted bays. Southern gable defines the corner with Cherry Orchard and punctuates the long axial views along Salisbury Road.	A, H
18 – 5 Salisbury Road 	Mid 19 th century brick and slate cottages which step up the hill in terraced pairs. Dentilated brick eaves. They mark the periphery of the settlement of Marlborough on the Salisbury Road and are a visual cue for the descent into the historic town which they frame in long axial views to the north. Simple fenestration, generally not original. Townscape and group value.	A
Railway cutting Midland & South Western Junction Railway	Late 19 th century Stone embankment remaining denoting line of railway.	H
Tin Pit Lane		
Nos 1 – 9 Tin Pit Lane. Poulton Cottages 	Row of 19 th century cottages, originally in chequered brick. Two storeys with slate roof. The front elevations face eastwards toward the river and Poulton Farm. The brick work of the rear, roadside elevations is well preserved along the length. The front elevations less so. The row divides into two terraces; Nos. 7-9 unusually being set lower than Nos. 1- 8 with the ground floors below road level. They are an unusual group, historically, detached from the main settlement, possibly labourers' cottages or partly adapted from another use associated with Poulton Farm. (Tin Pit Lane or (Bay Lane) is a historic route which was mentioned in the 16th century).	A, H 
Wagon Yard		
Units A-J	Early – mid 19 th century red brick courtyard group screened by behind main road frontage. Rear elevation of west range facing the river incorporates a stone wall of an earlier building. Slate roofs, two storeys. Functional in character, with opening indicative of stabling and coach houses. The first motorised Fire engine was housed here in the 1920's (VCH). Noted on 1947 OS Map as Fire Station and Corporation yard. Original openings retained or reversible. Good group value and contributes to interesting glimpse into yard from the London Road.	A, H





Anomalies on 2003 Conservation Area Map	
19 and 20 High Street	C18. Colour washed brick. Pitched tile roof. Brick stack. 2 storeys and attics. Carriage arch to Hillier's Yard indicted on CAS map as significant unlisted.
111 London Road	Cottage and extension. Listed Grade II. Noted as unlisted on CAS Map.




APPENDIX B

KEY PASSAGEWAYS

It is important to recognise the remaining historic passages and to maintain their historic and architectural character even if public access is for the time being denied. Where the openings and passages through the frontage have become thoroughfares, it is vital to maintain their continued use, character, and good condition (Conservation Area Statement 2003, page 17)

LOCATION	TYPE & ACCESSIBILITY STATUS	DETAILS
High Street (South Side)		
Ailesbury Court	Arch Private	Carriage arch covered through to residential properties at the rear.
Angel Yard	Through arch Private 	Carriage way to Kennet Place. Accessed from High Street through arch – site of former Angel Hotel and The Tannery – old furniture warehouse converted into private terrace of mews houses on one side with mix of modern social and private houses on other side. Some older cottages at top of yard.
Alma Place	Arch Private carriageway	Private carriageway shared surface to cottages only Terraced cottages – possibly 1800's – cobbled road – facing backs of modern houses built in neighbouring Angel Yard.
Figgins Lane	Open Right of way MARL30	Limited vehicular access to private car park. Lane off south side of High Street – five unlisted but significant red brick cottages and walls.
High Street to Priory Gardens	Passage from High Street into public gardens (Priory Gardens) Historic public access	This open passageway leads from the High Street past the modern building attached to the Priory (1820), through a covered glass tunnel and to public gardens. Priory Gardens, a gift to the town, run down to the River Kennet.
Hillier's Yard	Arch Pedestrian and vehicular	Carriageway to river bridge and car parks. Stable block converted into range of small shops, cafes etc. in 1980's.
Polly Tearooms	Open courtyard access Private access	Formerly three storeys with bay windows but 2 stories were destroyed in a huge fire in 1965. Upper stories have never been rebuilt. Small cobbled yard to the west side at the top of a small walled garden of a cottage which is set back from the High Street.
Riding School Yard	Yard Arch Private	Carriageway access to cottages only. End blocked by extension to Supermarket. Cobbled alleyway off of High Street – an 18 th century cottage still remaining but mostly modern buildings forming part of Waitrose supermarket – originally used as a riding school for the Royal Wiltshire Yeomanry.

Wellington Place	Arch	Pedestrian access to listed terraced cottages. Narrow alley off the High Street – 8 dwellings.
High Street (North Side)		
Bernard's Court	Pedestrian passage	Pedestrian access to cottages Nos. 76-77.
The Castle and Ball Hotel	Covered vehicular access and Arch Leads to Back Lane via The Parrock PRow (MARL 9)	Access to rear yard carpark and ranges of the Hotel through the carriage arch
Chandlers Yard	Pedestrian passage and PRow (MARL 11)	Pedestrian access through rear of No 138 through to back lane. Some historic surfaces remaining. 
Chantry Lane	Open	Carriageway and pedestrian access to rear of 95, 96, 97, 98, 99 and public conveniences.
Hughenden Yard 	Open	Pedestrian access to shops and offices. Old stone floor.
104/105 and 106/107 	Arch	Connecting to Hughenden Yard.
Hyde Lane	Open highway	Access to rear car park and backs of High Street
Ironmonger Lane	Pedestrian passage via covered passage and PRow (MARL 12)	Pedestrian access extends right through to back lane. Some historic surfaces remaining.
Macklin's Court	Pedestrian passage	Pedestrian access to cottages Nos. 69-71.
Militia Court	Pedestrian passage	Pedestrian access to three cottages around a small square. Stone flags. Small lane leading to wrought iron gate, private cottages around a lawn.
Neate's Yard	Arch	Pedestrian access to offices in no 121 and houses. Short alleyway to cottages off the High Street.
Penny' Yard 	Arch and PRow (MARL 10)	Pedestrian access to shops, houses and flats through to back lane. Some historic surfaces remaining.
Russell Square	Pedestrian passage via double doors	Carriageway and pedestrian access to rear and Potters End.

St Peters Terrace	Pedestrian passage	Pedestrian access to cottages Nos. 77-78.
Smith's Yard	Pedestrian passage	Pedestrian access to cottages Nos. 76-77.
Churchyard, The Green, Barn Street & The Parade		
Patten Alley	Open and PRoW (MARL 27)	Covered path from Kingsbury Street to St Mary's Church and through the Church Yard to The Green.
Perrins Hill	Open	Pedestrian to The Parade. 
Stable Court	Open	On west side of Parade – carriage arch with view to converted stable block. Other interesting buildings including Bear Hotel.
Wye House	Open	Pond, gardens and trees with some public access to south of Wye House.
London Road		
Five Alls Court	Open	Access to housing at rear.
1 London Road and 12 Barn Street	Open	Access to housing at rear.
Plume of Feathers Lane	Open	Access to housing at rear.
St. Margaret's Cottages	Footpath	Part cobbled footpath through to London Road
Wagon Court 	Open	Access to workshops and businesses.
Kingsbury Street		
Footpath to west	Open and PRoW (MARL 13)	Pedestrian to Back lane.
Kingsbury Square	Open	Pedestrian access to cottages.
Kingsbury Terrace	Open and PRoW (MARL 14)	Pedestrian access to cottages and Herd Street.
Stonebridge Lane 	Open PRoW (Marl19)	Pedestrian lane between London Road and St Martins