

14 -18 THE PARADE

DESIGN, ACCESS & HERITAGE STATEMENT



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14-18 THE PARADE, MARLBOROUGH

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1.0 INTRODUCTION

This Design, Access and Heritage Statement has been prepared by Llewellyn Harker Lowe Architects to accompany an application to carry out work at 14-18 The Parade. The work includes small scale internal changes. The work includes small scale internal changes that seek to support the ongoing retail use of the buildings.

1.1 The Building and its Legal Status

16, 17 and 18 The Parade are Grade-II listed and recorded within two listing descriptions (listing descriptions included in Appendix 1). 14 and 15 are not included and do not have individual listing descriptions but due to their internal relationship and the changing boundaries as shown on the historic map regression, they are considered curtilage listed. The buildings are in the local authority of Wiltshire within the Marlborough Conservation Area.

Any alterations to listed buildings, buildings within their curtilage or buildings within the setting of a Conservation Area, generally require the local authority to assess the implications of proposals on built heritage in accordance with local policy.

The Planning (Conservation Areas and Listed Buildings) Act is the legislative basis for decision making on applications that relate to the historic environment. The Act requires local authorities to give *'special regard to the desirability of preserving the listed building or its setting or any features of special architectural or historic interest which it possesses.'*

Local authorities are also required to consider the policies for the historic environment as set out in the National Planning Policy Framework. At the core of the Framework is *'a presumption in favour of sustainable development'*, with specific policies relating to the historic environment, which require that heritage assets should be *'conserved in a manner appropriate to their significance.'*

The Framework defines heritage assets as *'an irreplaceable resource, and should be conserved in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of existing and future generations'*.

1.2 Report Structure

The structure of this report and the approach taken in developing the proposed work has been informed by the staged approach to decision-making outlined by Historic England –

- *Understand the form, materials and history of the affected heritage asset(s), and/or the nature and extent of archaeological deposits*
- *Understand the significance of the asset(s)*
- *Understand the impact of the proposal on that significance*
- *Avoid, minimise and mitigate negative impact, in a way that meets the objectives of the NPPF*
- *Look for opportunities to better reveal or enhance significance*

A brief history of 14-18 The Parade is included in **section 2**. A statement of significance is included in **section 3**. The proposed work is described in **section 4**, with a commentary describing the potential impact on the listed building and its setting in accordance with the relevant legislation, planning policy and guidance.

2.0 HISTORICAL BACKGROUND

1.2 Marlborough

Marlborough occupies a strategic position within the broad valley of the River Kennet, where a natural crossing point and productive agricultural landscape encouraged settlement from an early date. Archaeological evidence demonstrates prehistoric activity within the surrounding landscape, while the imposing Marlborough Mound, located within the grounds of Marlborough College, has been shown through radiocarbon dating to have prehistoric origins, making it one of the largest artificial prehistoric mounds in Britain.

The present town owes much of its character to deliberate Norman planning undertaken during the late eleventh century. Following the Norman Conquest, Marlborough was established as a planned borough, with a remarkably broad High Street laid out as a linear marketplace flanked by regular burgage plots extending to the rear of the principal street frontage. This arrangement created a highly ordered urban form that remains readily legible today and continues to define the historic character of the town centre. The generous width of the High Street, together with the regularity of the burgage plots, distinguished Marlborough from many organically developed medieval settlements and reflected its intended role as an important commercial and administrative centre.

Throughout the medieval period Marlborough prospered as a market town, benefiting from its position on the principal route between London and the West Country. Weekly markets, periodic fairs and the presence of the royal castle stimulated commercial activity, encouraging the construction of timber-framed properties along the principal streets. Although few medieval elevations now survive unaltered, archaeological and structural evidence throughout the town demonstrates that many later buildings retain medieval or early post-medieval timber-framed cores concealed behind later façades.

The historic core of Marlborough has been shaped by successive episodes of rebuilding following destructive fires, the most significant occurring in 1653. The Great Fire devastated much of the town centre, resulting in widespread reconstruction and repair. While some buildings were entirely rebuilt, others retained earlier structural elements, particularly timber-framed cores that were repaired, adapted or subsequently enclosed behind new brick façades. Consequently, the architectural character of Marlborough today includes a rich combination of medieval planning, post-medieval rebuilding and eighteenth and nineteenth century fashion for architecture and shopping.

During the eighteenth century the prosperity of the town was reinforced by improvements to transport infrastructure and the continued importance of coaching traffic. Many earlier timber-framed buildings were modernised in accordance with contemporary architectural taste, with brick or rendered façades, sash windows and refined classical detailing concealing earlier structural fabric. These alterations transformed the appearance of the principal streets while preserving substantial portions of the earlier buildings behind their updated elevations.

Further change occurred during the nineteenth century as commercial activity intensified and buildings were adapted to accommodate shops, inns and professional premises. Internal subdivision, the insertion of display windows and alterations to circulation became commonplace, although the underlying historic plot pattern and structural framework frequently survived. Twentieth-century interventions continued this process of adaptation, introducing modern services and commercial alterations while generally respecting the established urban grain.

Today Marlborough retains an exceptionally well-preserved historic townscape in which medieval planning, post-medieval rebuilding and Georgian architectural refinement combine to create a place of considerable historic and architectural interest.

1.3 The Parade

The Parade occupies a prominent position on the southern side of Marlborough's historic High Street. Its development was influenced by the regular burgage plot pattern established during the Norman foundation of the town. Narrow street frontages combined with long rear plots created a distinctive urban grain that accommodated commercial premises facing the marketplace with ancillary accommodation, workshops, service buildings and gardens extending behind.

The proximity of The Parade to the marketplace ensured that it developed as one of the town's principal commercial frontages. Documentary and map evidence demonstrates a long history of retail, hospitality and professional uses, with buildings continually adapted to accommodate changing economic circumstances. As elsewhere within Marlborough, successive phases of rebuilding frequently respected the medieval property boundaries, resulting in a remarkable continuity of plot divisions despite substantial architectural change.

The impact on the Great Fire of 1653 on the Parade is not known but it appears that timber-framed buildings were repaired, enlarged or incorporated within new street elevations, allowing earlier fabric remain in situ behind later architectural treatments.

By the eighteenth century many properties along The Parade had acquired polite Georgian façades incorporating brickwork, rendered elevations and sash windows. While the external elevations exhibit characteristics associated with later Georgian and Victorian remodelling, inspection of the interior demonstrates that a substantial earlier timber-framed structure survives behind these later alterations.

Despite continued commercial adaptation during the nineteenth and twentieth centuries, the historic urban form of The Parade remains remarkably intact. The medieval burgage plots continue to define the rhythm of development, while the surviving historic buildings collectively illustrate the evolution of Marlborough from a medieval planned borough to a prosperous Georgian market town.

1.4 14-18 The Parade

Images included in the 2025 sales particulars are helpful to show the extents of 14-18 The Parade **[Figures 1 & 2]**.

Despite successive phases of alteration, the buildings retain substantial historic fabric, including timber framed elements and roof structures that likely pre-date the street facing elevations. It is possible that elements of the buildings may pre-date the Great Fire of 1653 and were incorporated or reused in the extant buildings. This is reflective of the wider pattern of rebuilding documented within Marlborough's historic core. The historic fabric illustrates the building's long architectural evolution and provides valuable evidence of the town's post-medieval development.

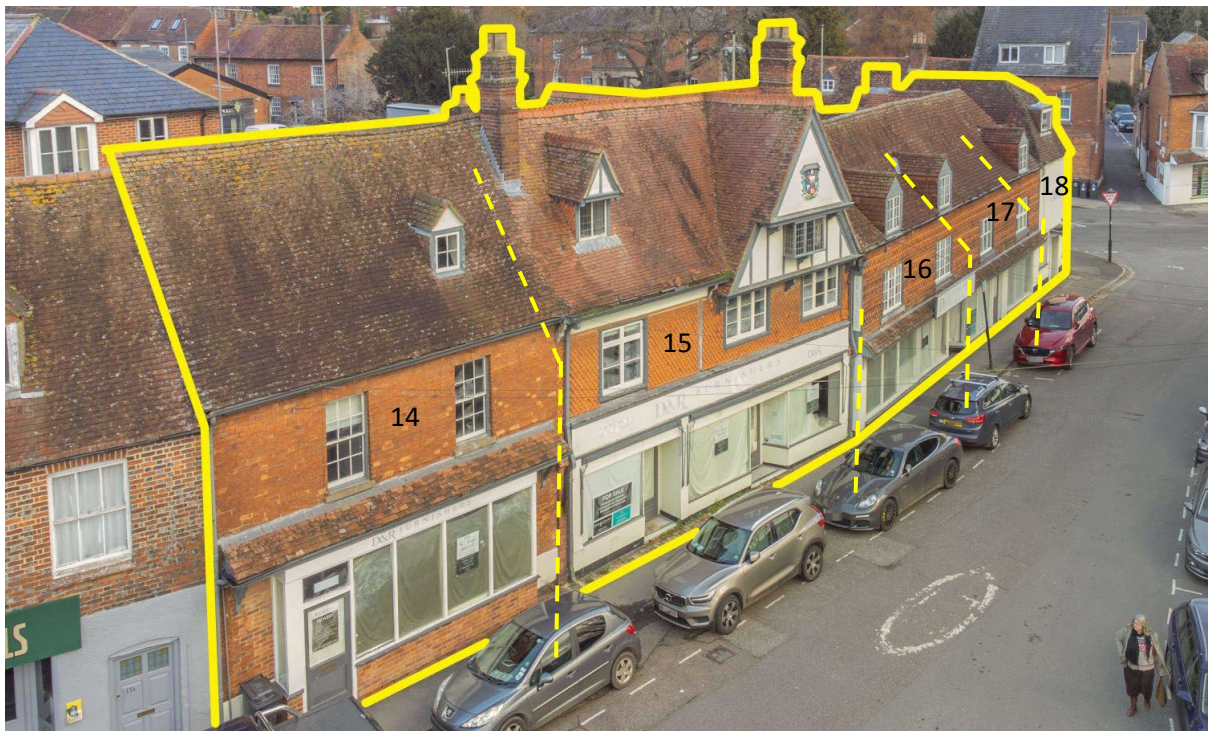


Figure 1 – 14-18 The Parade front elevation (sales particulars 2025). Dashed divisions showing nos. 14-18 as shown on the 1880s Map, indicating likely historic divisions and how the buildings are referred to in this report



Figure 2 – 14-18 The Parade rear elevation (sales particulars 2025)

Historic Map Regression



Figure 3 - 1840s Map (Know Your Place)

The 1840 Tithe Map unfortunately lacks detail as to the layout of the structures along the parade but the red frontage running along the south side of the plot shows the buildings of the Parade. Based on the interiors of the buildings, they were certainly extant by this time.

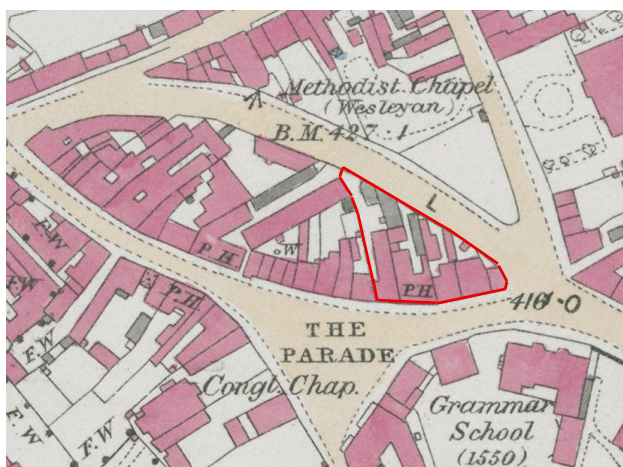


Figure 4 - 1880s Ordnance Survey Map (Know Your Place)

The 1880s Map shows more detail as to the layout of the buildings. The buildings front the Parade and the plots extend to the north, including smaller service structures. No.15 is a public house.

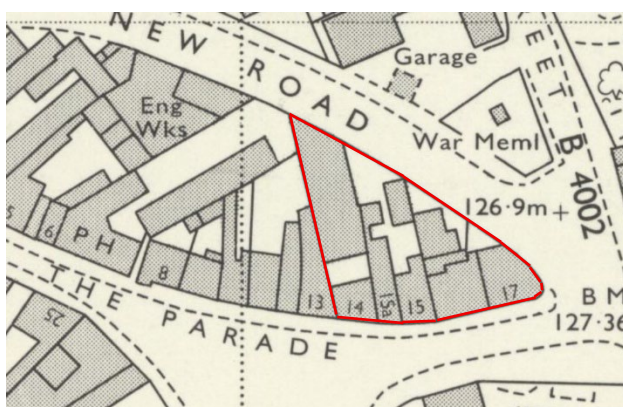


Figure 5 - 1970s Ordnance Survey Map (Know Your Place)

The 1970s Map shows that no.15 has been broken into two units at this time. Since the 1880s Map, the rear wing to no.14 has been removed and a large separate structure introduced. To the rear of no.16 (not labelled) structures have been added

Figures 6 and 7 show the divisions as shown on the 1880s and 1970s Ordnance Survey Map. Between the two maps, the divisions between the drawings change; No.15 is split into 15 and 15a and the division between Nos. 16 and 17 moves. This change may be indicative that structural alterations were undertaken in this period to create a large shop floor in No. 16.

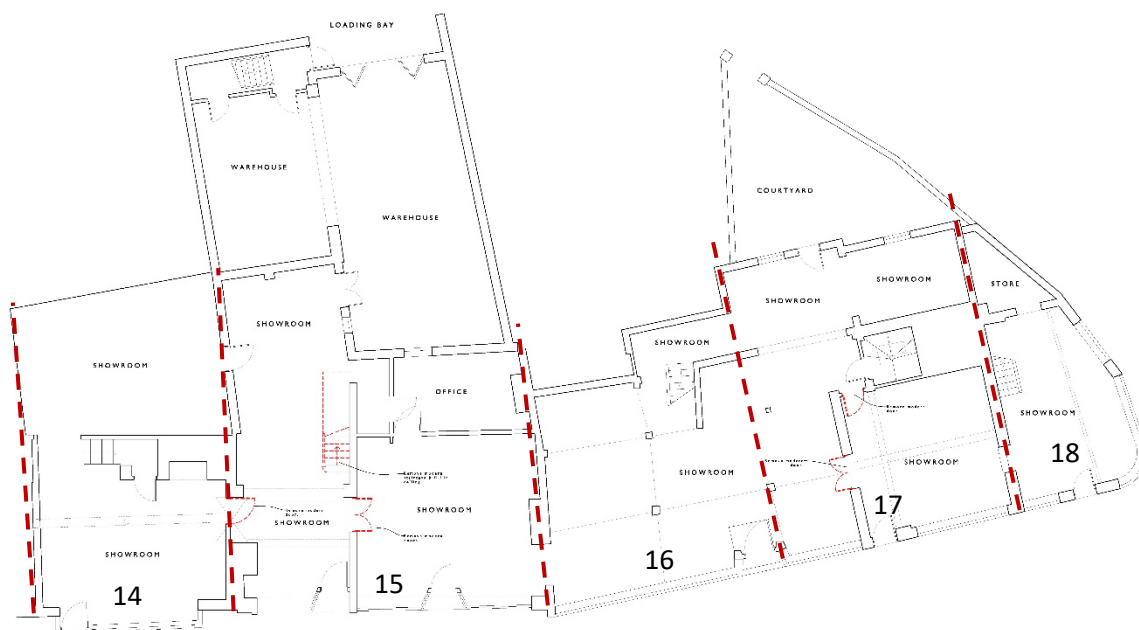


Figure 6 – Indictive divisions as shown on the 1880s Ordnance Survey Map



Figure 7 – Indictive divisions as shown on the 1970s Ordnance Survey Map

No.14 The Parade

The brick elevation and first floor sashes of no. 14 stylistically belong to the late 18th or early 19th century. The bricks and mortar have been tinted to give a united appearance. The shopfront below gives independent and direct access into No.14 and is an entirely modern insertion, including the brick plinth and canopy, all likely dating from the mid-to-late 20th century. The brickwork to either side has been clumsily rebuilt. Above is a plain clay tile roof. To the rear there is a modern flat roof structure, which was infilled after 1970 (it is shown as an external courtyard on the 1970s Map).

Internally, there are areas of visible timber framing, indicating that the construction of the building pre-dates the elevation. No.14 has a large room at ground floor, with a second room to the rear (within the modern infill). In the front room, there is a large fireplace with a timber lintel but the brickwork to the chamber has been altered more recently. There is a large timber beam running from the party walls that is supported by a metal post, perhaps indicating the removal of a previous wall. The stair structure is historic but there is a modern handrail and baluster. There is a large double opening to No.15 that has modern glazed timber doors.

At first floor and second floor, the plan is more cellular and accessed from a historic rear spiral stair. A considerable mass of masonry rises to the east of the stair and sitting above the fireplace at ground floor. There is no chimney at roof level.

At ground floor a brick wall has been added along the party wall with No.13 and at first and second floor, there is a modern block wall. The first floor level may have been raised as there are steps from the two doors off the historic staircase but the structure is concealed below modern floor finishes.

No.14 is a historic timber framed building, which has been considerably altered internally and re-faced externally.

No.15 The Parade

Stylistically, the front elevation of No.15 belongs to the late-Victorian or Edwardian period. The elevation references historical revivalism through the large projecting gable and mock timber frame, which is paired with a small dormer of a similar style. The scalloped hung tiles are indicative of the older building concealed within, which would have provided a simple way to update the earlier structure to better align with contemporary taste. The two shop doors are indicative of the division shown on the 1970s Ordnance Survey Map when No.15 was split into 15 and 15a, which is also reflected in the different windows.

At the rear of No.15, the warehouse is accessed via a large modern door, below a pitched roof that conceals the flat roof behind. The adjacent two storey gabled brick building is modern and also forms part of the warehouse. These elements are entirely modern, constructed after 1970.

At ground floor, there are two distinct shop areas (15 and 15a) each with their own door and frontage. A modern staircase has been inserted into No.15a and any historic subdivisions have been removed at ground floor. In No.15, there is a large room at the front and a smaller one to the rear. The position and proportions of the chimneybreast indicates that this is a historic layout likely dating to the use of the building as a public house.

At first floor, a modern staircase has been inserted along the boundary with No.14, creating an awkward area to access each building. There are glimpses of a timber frame within the party wall to No.16.

No.15 appears to be a 19th century building or a heavily remodelled earlier structure.

Nos.16 and 17 The Parade

The scalloped hung tiles across the elevation of Nos. 16 and 17 create a coherent and united elevation across the two. The fenestration at first floor (although No.17's windows are modern) and the dormers at roof level (No.17 is missing one) contribute to the simple composition of the elevation. Above is a plain tiled roof but there are no chimney stacks above roof level. No. 16 and No.17 each have a modern shop front and separate door.

To the rear of No.16 there is a small single storey infill with lean-to roof. Above the lean-to roof is the historic brick gable that contains a historic staircase. No.16 is 'land-locked' to the north by a modern house, which is in separate ownership / not part of the site.

To the rear of No.17 there are two modern gabled brick extensions, the east-most of which subsumed the historic rear elevation.

Internally, Nos.16 and 17 have consistent details in terms of the timber framing and staircases (spiral) in stair towers to the rear. At ground floor, the historic staircases provide a helpful reference point in an otherwise largely open plan shop floor. The piers and down stands are indicative of previous structural alterations that likely removed walls (these piers sit below the walls at first floor). No.17 retains a mass of masonry to the east of the stair, indicating the position of a fireplace but No.16 does not appear to have evidence of this arrangement. The timber framed rear elevation of No.16 is however visible from the later lean-to at the rear.

Each has a similar plan at first floor; a stair to the rear two rooms fronting the street to the south. The same is the case at second floor.

No.18 The Parade

No.18 The Parade is similar in character to No.16. The brickwork, canopy over the door and bowed sash are all characteristic of the late 18th or early 19th century. Unsympathetic modern windows have been introduced at ground floor and in the dormer. Whereas the roofs of Nos.16 and 17 run through, No.18 has a separate roof form.

Internally, a modern staircase has been inserted from ground to second floor. Window and door joinery, other than the box sash and Crittall casements, are all modern.

3.0 STATEMENT OF SIGNIFICANCE

This assessment has been drafted in response to the requirement of the National Planning Policy Framework to recognise that heritage assets *'are an irreplaceable resource, and should be conserved in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of existing and future generations.'*

The NPPF defines significance as: *'The value of a heritage asset to this and future generations because of its heritage interest. The interest may be archaeological, architectural, artistic or historic. Significance derives not only from a heritage asset's physical presence, but also from its setting. For World Heritage Sites, the cultural value described within each site's Statement of Outstanding Universal Value forms part of its significance.'*

The below assessment has been drafted in accordance with the principles outlined by Historic England in *Statements of Heritage Significance: Analysing Significance in Heritage Assets*. The assessment takes into account a sliding scale of significance, reflecting as to what extent particular features contribute to the special interest of 14-18 The Parade.

4.1 14-18 The Parade

The special architectural and historic interest at Nos. 14–18 The Parade derives from the cumulative survival of historic fabric representing successive phases of development. Significance is found in the continued evolution of the buildings, which illustrates the adaptation of a commercial property within Marlborough's historic town centre.

High significance is found in the earliest phases of the building, which include the timber-framed walls and roof structure. These elements have evidential value as they provide physical evidence of traditional building techniques, materials and methods of construction. The timber frame, hand-worked timbers, traditional joints and roof structure preserve valuable evidence of vernacular carpentry and they hold the potential to inform future understanding through continued investigation and analysis.

The buildings have historical value, illustrating the long-term development of Marlborough's commercial centre and the continued adaptation of historic buildings in response to changing patterns of occupation and economic activity. Their evolution from an early timber-framed structure, through eighteenth-century remodelling and subsequent nineteenth- and twentieth-century alterations, reflects broader patterns of development present throughout the historic town. Rather than diminishing significance, these successive phases of alteration contribute to an understanding of the building's continued occupation and changing functional requirements, illustrating the way in which historic commercial buildings have evolved whilst retaining substantial elements of their earlier fabric.

The eighteenth and nineteenth century remodelling contributes to architectural and aesthetic value through the introduction of a more formal street elevation reflecting the architectural aspirations and prosperity of Georgian and Victorian Marlborough. Although this remodelling altered the external appearance of the building, it retained the earlier structural framework and the successive phases of development remain legible. The resulting relationship between the concealed timber-framed core and the later Georgian and Victorian envelope is characteristic of many historic buildings within Marlborough and forms an important aspect of the building's architectural interest.

The multiphase historic fabric, the legibility of successive phases of development and the relationship between the early timber-framed building and its later remodelling are of high significance. These elements embody the evidential, historical and architectural values.

Like many properties within the historic core of Marlborough, the buildings have evolved incrementally in response to changing commercial requirements, architectural fashions and patterns of occupation.

The relationship between this surviving framework, later architectural remodelling and the medieval burgage plot provides valuable evidence for the long-term evolution of Marlborough's historic commercial centre and forms the basis for understanding the significance of the building today.

The present appearance of the street frontage is the result of several centuries of alteration rather than a single phase of construction. This relationship between an earlier structural core and a later architectural envelope is characteristic of Marlborough and is evident in numerous properties throughout the Conservation Area.

4.2 Setting

The significance of Nos. 14–18 is enhanced by their location within the historic core of Marlborough Conservation Area, where the medieval plan of the borough remains exceptionally well preserved. The buildings occupy part of a medieval burgage plot established during the Norman foundation of the town, and their position continues to express the historic relationship between the broad market street, narrow commercial frontages and elongated rear plots that characterise Marlborough's urban morphology. This survival of the medieval town plan contributes considerable evidential and historical value to the setting of the listed buildings.

The Parade forms part of a continuous historic commercial frontage that has evolved over many centuries through successive episodes of rebuilding and adaptation. The surrounding buildings display a variety of architectural periods and styles, yet collectively retain a coherent urban form defined by consistent building lines, traditional materials, varied roofscape and the rhythm established by the medieval burgage plots. Within this historic streetscape, Nos. 14–18 contribute to the architectural coherence of the terrace whilst illustrating the layered evolution of the town's built fabric.

The wider setting is defined by the exceptional retention of Marlborough's medieval urban structure, including the broad High Street, historic routeways and concentration of listed buildings that together express the town's long development as a planned Norman borough and regional market centre. The relationship between Nos. 14–18, The Parade and the surrounding historic townscape enables the building to be understood within its historic context, demonstrating the close relationship between individual buildings and the wider evolution of the town.

The significance of the setting derives not only from visual relationships but from the contribution that the surrounding historic environment makes to understanding the origins, development and continued commercial function of the listed buildings. The medieval street pattern, burgage plot morphology and successive phases of architectural development provide the historic framework within which the significance of Nos. 14–18 is experienced and understood.

4.0 PROPOSED WORK AND IMPACT ASSESSMENT

4.1 Scope of work

14-18 The Parade was used as a single department store for the last 45 years by D&R Furnishers. The retailer relocated to premises elsewhere in September 2024, leaving the buildings empty. This move is reflective of changing patterns of shopping and consumer demand that is primarily driven by online offerings and the desire for smaller scale shops on the high street.

14-18 The Parade was sold in 2026 and is very much in need of a new phase of life to support its ongoing conservation. The current layout is open plan and the various areas of the building are internally connected. Back of house and support spaces are limited.

The likeliness of the whole building being used again by a single retailer, is very unlikely. Therefore, the objective of this application is to support the ongoing use of the buildings as a shopping destination by carrying out small scale internal changes that would introduce long-term flexibility within the floor plan. This would allow the building to accommodate retailers of varying scales and needs. This would be achieved by:

- The introduction of pairs of lockable double doors, which would allow smaller units to be formed within the whole
- The removal of a modern staircase to improve available shop floor area
- The introduction of new WCs and back of house areas to support smaller units as required

The changes are illustrated on the accompanying drawings. The potential breakdown of the ground floor into smaller units are shown on the proposed ground floor plan. This arrangement of course offers retailers the opportunity to take on a small single area or take on a combination of units as shown, allowing maximum flexibility.

4.2 Justification and Impact Assessment

The proposed work is listed below with a description of its potential impact on the listed buildings.

Form new WCs and back of house areas

Lightweight stud partitions would be introduced to form the WCs and back of house areas. These elements would ultimately be reversible and introduce facilities to support smaller retail units while having no impact on historic fabric. The back of house spaces proposed to the rear of No.14 would be located in an area of entirely modern construction and utilise an existing opening from No.15, negating any change or alterations to the planform in the historic areas.

Fill in a doorway

As above, lightweight stud partitions would be used, which are ultimately reversible.

Remove a staircase

The modern staircase in 'unit 2' would be removed and the ceiling filled in. This would not incur the removal of any historic fabric but would allow the ceiling to be reinstated where previously removed. The work would create a much improved shop floor area at ground floor.

Introduce double doors to openings

The doors that would be removed are all modern, so all historic fabric would remain unaffected. The new doors would allow the flexibility to have smaller units or larger units in the long-term, which introduces a layout that would be adaptable without affecting historic fabric.

Introduce a rooflight and insulate the roof

There is a lean-to roof at the rear of the ground floor that has the timber framing for a rooflight. The proposed work would not incur the loss of any fabric, it would reinstate a previous element and introduce natural light and ventilation into the rear of the shop, where currently there isn't any.

4.3 Conclusion

The proposed work is small scale in nature but would considerably improve the capacity of the listed buildings to accommodate a variety of prospective retailers and uses. No external changes are proposed, no historic fabric would be altered and there would be no impact on planform. Therefore, the proposals would accord with the requirements of the Planning (Listed Buildings and Conservation Areas Act) as the special interest of the listed buildings would be preserved. The proposed work would also accord with the objectives of the National Planning Policy Framework as no harm would be incurred but the work would support the ongoing viable use of the buildings. As such, the proposals are considered to be acceptable in heritage terms.

APPENDIX I – LISTING DESCRIPTION

Grade: **II**

List Entry Number: **I243053**

Date first listed: **21-Oct-1974**

Statutory Address I: **I6 AND I7, THE PARADE**

Details

THE PARADE

I.

5407

(East Side)

Nos I6 and I7

SU I969 I/285

II GV

2.

CI8, altered. Ground floor rendered. Ornamental tile hung Ist floor. Pitched old tile roof. 2 storeys and attics. CI9 plate glass shop fronts to ground floor. 4 CI9 casements on Ist floor. 3 attic dormers, tile-hung cheeks, with casements.

Nos I6 to I8 (consec) form a group.

Grade: **II**

List Entry Number: **I243094**

Date first listed: **21-Oct-1974**

Statutory Address I: **I8, THE PARADE**

Details

THE PARADE

I.

5407

(East Side)

No I8

SU I969 I/286

II GV

2.

CI8. Colourwashed brick. Gambrel old tile roof. 2 storeys and attic. Rounded corner. I modern shopfront and I plate glass door flanked by Tuscan pilasters, under flat hood on cut brackets. I curved sash with glazing bars on Ist floor.

I modern attic dormer.

Nos I6 to I8 (consec) form a group.

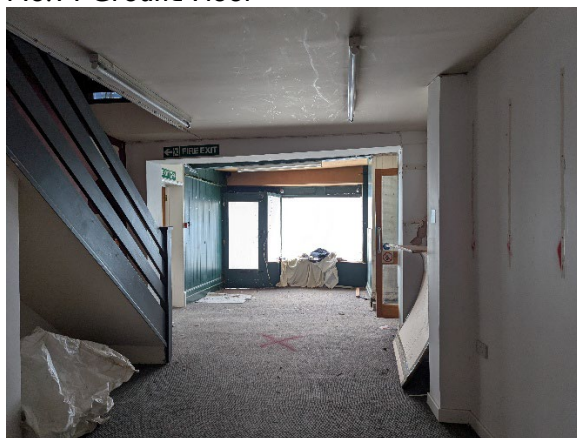
APPENDIX 2 – INTERNAL IMAGES



No.14 Ground Floor



No.14 Ground Floor



No.15 Ground Floor



No.15 Ground Floor



Ground Floor No.15



Ground Floor No.15



Warehouse Ground Floor



Warehouse Ground Floor



Ground Floor No.16



Ground Floor No.16



Ground Floor No.17



Ground Floor No.17



Ground Floor No.18



Ground Floor No.18