

Faringdon Road, Swindon
A Vision For Shopfront And Façade Enhancements
Final Report : April 2023



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Section 1.0

Introduction

1.1 Aims and Objectives of the Project

Project 13 of Swindon's Heritage Action Zone (HAZ) seeks to encourage the delivery of improvements to the Faringdon Road shopfronts and façades. Faringdon Road is a connecting link between the town centre and Railway Village and key heritage and leisure attractions such as the Health Hydro. It faces directly onto one of the residential streets of the Railway Village and makes a discrete and important contribution to the overall identity and branding of the area. This project is intended to encourage the shopkeepers to improve the physical condition of the buildings, by identifying inappropriate modern features (e.g. covering up of architectural details, modern style windows) and advertisements of shopfronts which could be removed and lost heritage features which could be restored. The information, drawings and templates within this document should provide evidence and inform any potential future proposals for alterations and development of these historic buildings.

The scope of this project includes 19 potential buildings - Nos.5-43 Faringdon Road. Nos.1-3 have already been refurbished by Swindon Borough Council and are therefore not included within this project. None of the buildings are listed but they were purposely included within the Swindon Railway Conservation Area, as designated in April

2021, following a review by Purcell of the previous conservation area boundaries.

1.2 Commissioning

Following a competitive tender process, Purcell Architecture Ltd was commissioned by Swindon Borough Council in February 2021 to undertake the survey over a 16-week period. The project began with an inception meeting on site on 2nd March and is due to be completed in mid-June. A digital survey of the street façades was agreed as an additional element of work and this was carried out by Sova Surveys in March 2022. It was also agreed that the fees for a Quantity Surveyor (Huntley Cartwright) could be funded as part of this project.

1.3 Project Delivery

The project began with an inception meeting on 2nd March 2022, followed by fortnightly progress meetings attended by representatives of Historic England, Swindon Borough Council and Purcell.

The following tasks have been undertaken as part of the project:

- Historical research using a range of online sources
- Condition survey to record defects and potential enhancements

- Information on land ownership from Land Registry analysed
- Generic shopfront design and glossary prepared – see illustrations in 1.4 and 3.1 below
- Visualisations prepared showing how the two terrace frontages would appear if all the recommended repairs and enhancement were to be carried out – see illustrations in 4.1 below
- A summary table of all recommended repairs and enhancements prepared – see Appendix A
- Annotated elevations prepared showing architectural features – see Appendix B
- Annotated elevations showing recommended repairs and enhancements – see Appendix C
- Digital measured survey of entire frontage by Sova Surveys – see Appendix D
- Individual templates prepared for each property – see Appendix E.

A separate spreadsheet of recommended interventions has been prepared [and costed].

Introduction

1.4 Terminology

The following terms are used in accordance with the accepted definitions in *Conservation Principles, Policies and Guidance* (Historic England, 2008).⁰¹

Intervention: Any action which has a physical effect on the fabric of a place.

Maintenance: Routine work regularly necessary to keep the fabric of a place in good order.

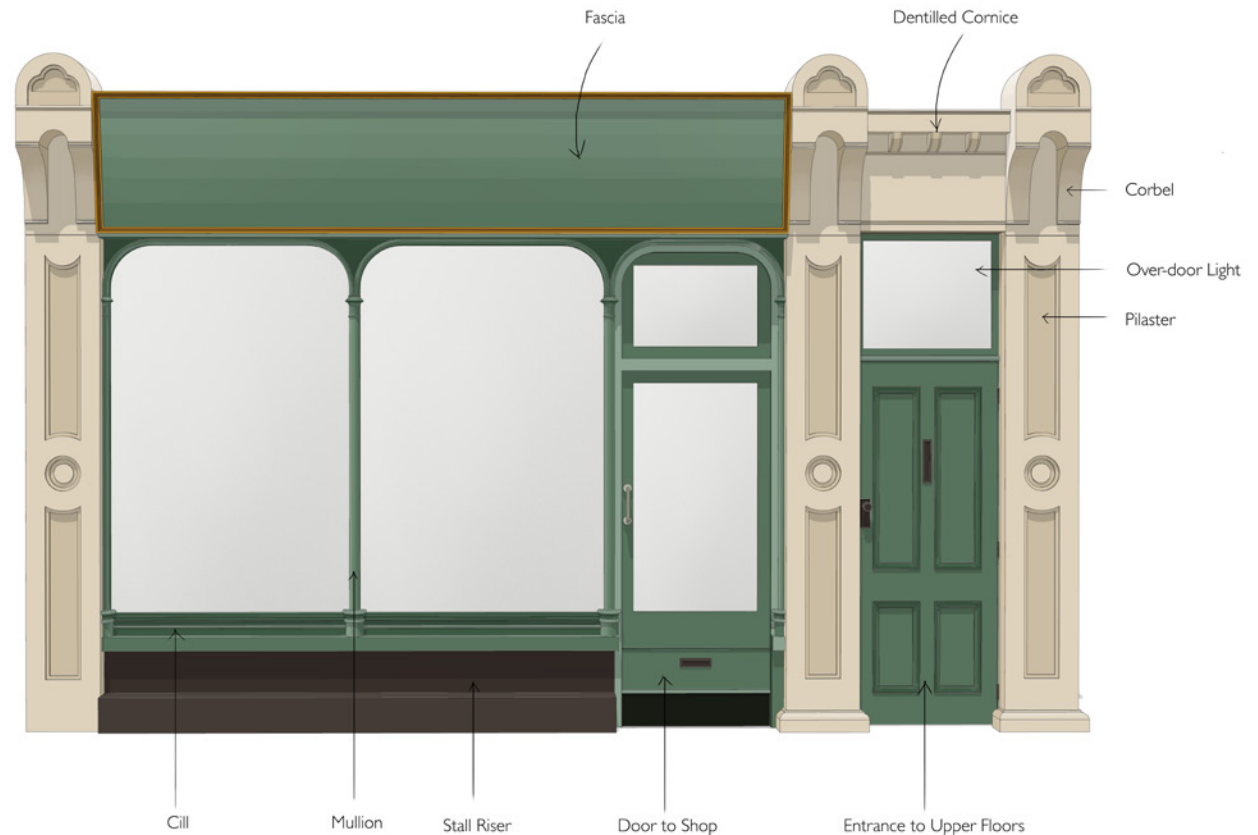
Renewal: Comprehensive dismantling and replacement of an element of a place, in the case of structures normally reincorporating sound units.

Repair: Work beyond the scope of maintenance, to remedy defects caused by decay, damage or use, including minor adaptation to achieve a sustainable outcome, but not involving restoration or alteration.

Restoration: To return a place to a known earlier state, on the basis of compelling evidence, without conjecture.

In addition, for the purposes of this project:

Enhancement: Works which have the potential to improve the character and appearance of the Conservation Area by revealing or restoring heritage features, or by removing detracting features.



⁰¹ <https://historicengland.org.uk/images-books/publications/conservation-principles-sustainable-management-historic-environment/>

Illustration showing the design of the remaining original shopfront at No.41 Faringdon Road (Chesterfields)

Introduction

1.5 Planning Legislation, Policy and Guidance

Planning legislation, policy and guidance is utilised when considering development or other changes within Swindon's Railway Conservation Area.

This is to ensure that proposals seek to preserve or enhance the area character and appearance, including its setting.

The primary legislation governing conservation areas is the *Planning (Listed Buildings and Conservation Areas) Act 1990*. The Act defines what a conservation area is and is the legislative mechanism for ensuring their preservation and enhancement.

The *National Planning Policy Framework* (as amended July 2021) sets out the overarching requirement for local planning authorities to identify and protect areas of special interest (paragraph 185). Government guidance on the historic environment is found within the relevant section of the *National Planning Practice Guidance*.

The Swindon Borough Local Plan (2015) sets out the Council's own policies which guide development within the Borough, including policies and guidance for protecting and enhancing the historic environment including conservation areas (Policy EN10). The Council is currently undertaking a review of the Local Plan to provide an updated policy framework for the period to 2036.

The Local Plan references the Council's Shopfront Coding Guidance (adopted in 2006) and includes this reference to the importance of shopfronts (at para 4.22):

Shopfronts and signage can have a significant impact on the quality of a building, a street and its character. High quality shopfronts and signage are expected across the Borough to contribute positively to Swindon's image and improve accessibility and inclusiveness.

Section 2.0

Context

2.1 Swindon's Railway Conservation Area

The Conservation Area Appraisal and Management Plan (CAAMP) for the Railway Town, adopted in April 2021 mentions that:

The new areas added to the Conservation Area enable consideration of development to preserve or enhance its character and appearance. This would include consideration of the shops along Faringdon Road where there has been a loss of historic shopfront features, and in some cases entirely modern frontages have been inserted. Many of the shops also feature signage which is of inappropriate design in this historic context.

It recommends that:

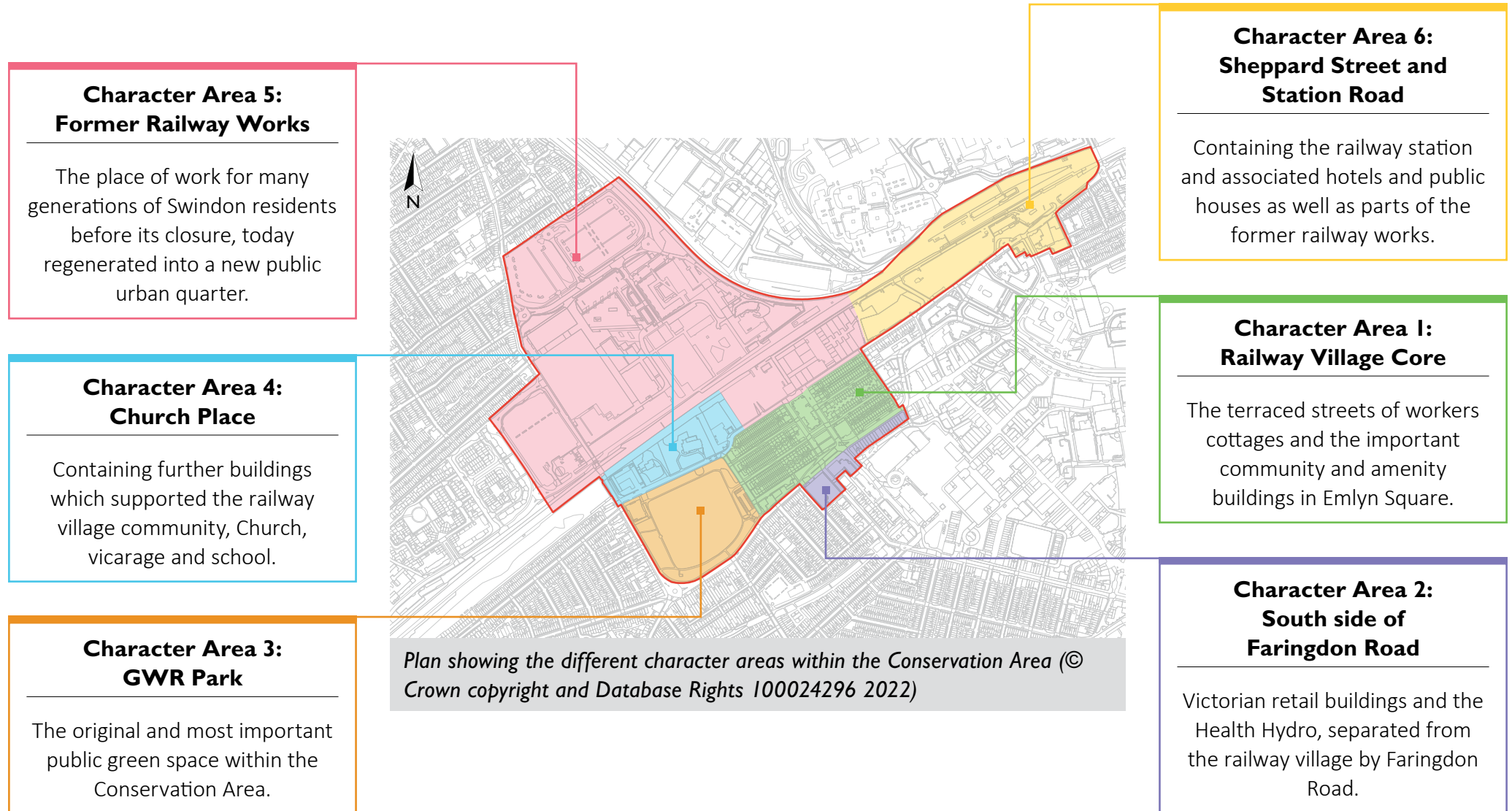
Opportunities to replace the modern shopfronts and signage with traditional designs should be seized, drawing inspiration from the historic versions which do survive utilising the Council's Shop Fronts Coding Guidance.

The CAAMP continues:

The residential storeys above have also been subject to changes which have not all responded positively to the buildings character. This includes replacement of historic timber windows with uPVC units and the painting or rendering of façades. The appearance of this part of the Conservation Area could be considerably enhanced if these changes could be reversed and managed. The use of additional planning controls (e.g. Article 4 direction) should be investigated as appropriate to manage such changes.

Context

Character Areas



Extract from the Conservation Area Appraisal and Management Plan (2021). The south side of Faringdon Road is identified as Character Area 2.

Context

2.2 The Heritage Action Zone

This is a Historic England initiative, a five-year partnership between Historic England and Swindon Borough Council. It brings access to Historic England's expertise and £1.6m of funding. Since declaring the area a Heritage Action Zone (HAZ) in June 2019 Historic England has been working with Swindon Borough Council to deliver a comprehensive regeneration of Swindon's Railway Village. The overall aim is to use Swindon's heritage as a catalyst for wider social and economic growth and to restore civic pride and investor confidence by combatting negative perceptions of Swindon.

2.3 Historical Development of the Street

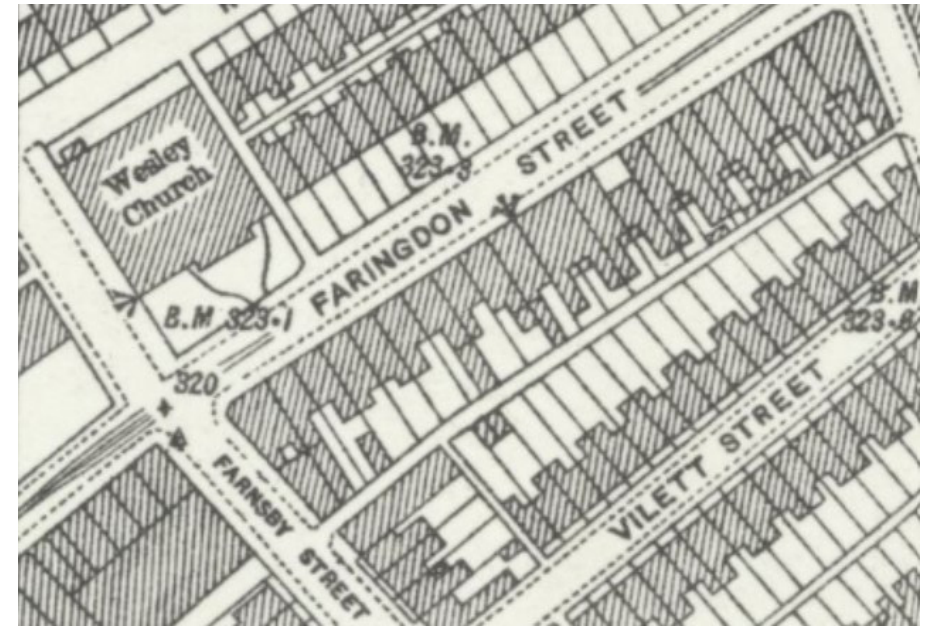
The parade of shops in Faringdon Road was developed in the last quarter of the 19th century as a result of the greater need for retail amenities as the success and expansion of the railway works led to a larger residential population in the railway village and the immediate surrounding area. It also includes the Health Hydro, funded by the railway workers through their GWR Medical Fund Society and originally containing a dispensary and other medical facilities as well as washing facilities, swimming pools and Turkish baths.

The street was at least partly constructed by 1875 when the Post Office directories list the early occupants of Nos.5 and 7 Faringdon Road. For the remainder of the street, occupiers are recorded in the street directories from the 1890s onwards. These record a very wide variety of commercial and professional occupants.

However the front areas appear to have been developed as shops at a very early stage. The 1922 revision of the OS map shows only one front area (No.17) left undeveloped.



25 inch Ordnance Survey map surveyed 1885 (Wiltshire XV.4, pub.1886)



OS map revised in 1922. This shows the front of No.17 undeveloped and No.21 and No.23 as a pair.

Context

The second terrace comprising 25–43 Faringdon Road is also shown on the 1880s map. At No.25, the earliest occupiers recorded from 1895 are photographers whilst next door at No.27 the earliest occupants are listed from 1907 as the North Wiltshire Herald. This section of the street was clearly in commercial use from around 1890 when grocers are listed at No.31, outfitters at No.33, stationers at No.35, a wine and spirit merchant at No.39, butchers at No.41 and hairdressers at No.43.

According to a 1928 advert, 35-37 Faringdon Road were occupied by 'The Great Western Clothiers' and their initials 'G.W.C.' can be seen on this pair of shopfronts in the photograph of the street in 1937. The upper floors of these premises were already painted at this time.



Faringdon Road, c.1937. This image shows several of the shops with extended awnings over the pavement (Swindon Local Studies Library)

Context

2.4 Faringdon Road - Street Façades

Faringdon Road forms the southern boundary of the Swindon Railway Conservation Area – see map of the Conservation Area character areas above. The immediate area includes the former Great Western Railway works, Swindon Railway Station as well as the internationally important railway village and associated development along Faringdon Road. The buildings in scope for this project are two Victorian terraces, the earlier one begun in the mid-1870s and the later one dating from the 1890s. They both have a distinct architectural language. The upper floors feature polychromatic brickwork and barge-boarded gables, whilst the shopfronts are separated by pilasters and corbels. Most of the shopfronts – with one or two exceptions – have been altered or replaced with modern designs which are out of keeping with the original Victorian character of the street. They also feature signage which is of inappropriate design in this historic context.

2.4.1 Nos.5 – 19 Faringdon Road

Nos.5–19 Faringdon Road are four pairs of three-storey buildings with the shop units at back of pavement and the upper floors set back. The façade of each property includes a gabled bay which projects at first floor level and from the roof storey. There are paired chimney stacks on the party walls, however the stacks are missing between No.9 and No.11 and are reduced in height between No.17 and No.19.

2.4.2 No.21 Faringdon Road (Holmes Music)

The original single-storey shops at No.21 and No.23 Faringdon Road were replaced by a modern two-storey extension in 1976. Holmes Music occupies the site of a pair of properties shown on the 1880s OS plan. It has a two-storey street façade with a modern shopfront and a tile-hung upper floor. Its materials and proportions are in contrast to the rest of the street frontage.

2.4.3 Nos.23 – 43 Faringdon Road

Nos.23–43 Faringdon Road are ten three-storey buildings with the façades at back of pavement. The end properties have hipped roofs. All but one of the chimney stacks are missing. The three-storey façades have contrasting brick banding and window heads, dentilled eaves and bargeboards. Some have been rendered or painted, reducing the consistent appearance of the whole row, or have had their timber sash windows replaced with plastic units and some have inappropriate modern shop frontages.

Context

2.5 Heritage Significance

2.5.1 Historical Interest

The heritage interest of late-nineteenth century shopping parades is described in Historic England's *Introduction to Heritage Assets: Shopping Parades* (Historic England, 2016)⁰¹:

Shopping parades are purpose-built rows of shops, often with generous residential accommodation above. They were built in large numbers, and with increasing architectural elaboration, from the mid-nineteenth century. Parades often comprised the commercial centre of suburban and dormitory communities, but were built on main thoroughfares, close to railway stations or tram or omnibus termini, where they might attract passing traffic as well as local shoppers. From the 1880s parades adopted a plethora of historicist styles: neo-Tudor, neo-Baroque, Queen Anne and a restrained neo-Georgian.

In the 1880s numerous terraces were built in London suburbs with single-storey shops projecting from the ground floor, where one would normally expect to find a small front garden or a basement area....The simplest way to test whether such arrangements were planned or accretive is to examine the pilasters and consoles separating the shops: if they are identical, the shops were probably built together as part of a terrace.

⁰¹ <https://historicengland.org.uk/images-books/publications/iha-shopping-parades/>

It is a reasonable assumption that access to the houses in Queen Anne's Buildings was via the shop units in front of them.

The historical interest of the two terraces which are the subject of this study lies in their role in providing a diverse range of goods and services and their relationship to the adjoining railway village. This developed as one of the earliest examples of a model estate built by a railway company. The shopping parade serviced the adjoining railway village which was built by, or for, the GWR company (c.1840–1880), providing a unique example of Victorian planning and architecture.

2.5.2 Architectural Interest

The two parades of shops are notable for architectural homogeneity of their original design. Although this is no longer obvious at street level due to the replacement of most of the shopfronts, the original design can still be deduced from the surviving features. The ornamental pilasters and corbels at ground-floor level provide a strong visual framing element between each shopfront. The high quality of the original design can also be deduced from the surviving elements of the original shopfronts including dentilled cornices and stallrisers. On the upper floor façades, there is considerable interest in features such as the brickwork detailing, terracotta ornamentation

(on Nos.5–19) and elaborate window heads (on Nos.25–43).

2.5.3 Contemporary Heritage Interest

The boundary of Swindon's Railway Conservation Area was amended in 2021 to include this group of buildings on the south side of Faringdon Road. The Conservation Area Appraisal & Management Plan (April 2021) states:

The inclusion of these buildings supplements the special interest of the area as a holistic community containing the employment, homes and all necessary amenities for railway workers and their families.

Additional interest may be associated with certain long-established shops in this parade e.g. Don Rogers Sports Shop, which has been in operation for over 40 years, and the communal value attached to the Afro-Caribbean Centre and Asafo Market (suppliers of Afro-Caribbean food and cosmetics). Further enquiries with local people would be necessary to understand these local interests in more detail.

Context

2.6 Ownership and use

An analysis of Land Registry records provided by the Council in March 2022 shows a very mixed pattern of ownership, with most of the properties having changed ownership since the year 2000. No.19 and No.25 have the same proprietor (B J Serratore). No.33 and No.37 also have the same proprietor (Izzet Donmez). There are no Land Registry records for Nos.21 and 23 (Holmes Music) or for No.39 (Afro-Caribbean Centre).

At the time of current survey, there were three vacant units: No.17 (Gold Buying Centre), No.19 (Tattoos) and No.37 (Cakecraft). The occupied units offer a wide range of goods and services. The survey did not extend to the use of upper floors, however some of the upper floors appear to be used for storage, some are self-contained flats and some are vacant.

In the single-storey shops (Nos.5–21), it appears that access to the upper floor was originally through the shop. In one case, at No.17 (Gold Buying Centre), provision has been introduced for a separate entrance to one side of the shopfront.

In the three-storey terrace (Nos.25–43), the situation is reversed. Most of the properties have a separate doorway providing access to the upper floors, with the exception of No.29 (Don Rogers Sports) and No.33 (Asafo Market). Access to the upper floors above No.43 (Bridal Boutique) is via a side entrance on Farnsby Street.

Section 3.0

Findings

3.1 Shopfronts

Most of the shopfronts along the frontage have either been replaced or been largely obscured by later alterations such as over-sized fascias. A summary is provided below. Further details and photographs of each shopfront are included in the templates in Appendix E.

In the table below, the terms are defined as follows:

Positive impact. The existing shopfront makes a positive contribution to the character and appearance of the Conservation Area and to the significance of the terrace.

Neutral impact. The existing shopfront makes a neutral contribution to the character and appearance of the Conservation Area and to the significance of the terrace.

Detracting. The existing shopfront detracts from the character and appearance of the Conservation Area and from the significance of the terrace.

No.5	Aby's Indian	Modern shopfront, detracting
No.7	TOCA Beauty	Modern shopfront, detracting
No.9	Miss Nails	Modern shopfront, detracting
No.11	Darkroom Espresso	Recent shopfront, neutral impact
No.13	Chicken Valley	Modern shopfront, detracting
No.15	Gloden Tanning and Beauty	Modern shopfront, detracting
No.17	Former Gold Buying Centre	Modern shopfront, detracting
No.19	Former tattoo parlour	Modern shopfront, detracting
No.21	Holmes Music	Modern shopfront, detracting
No.23	Holmes Music	Modern shopfront, detracting
No.25	Piyada Thai Massage Spa	Modern shopfront, detracting
No.27	Distinkt Tattoos	Modern shopfront, detracting

No.29	Don Rogers Sport	Positive impact. Twentieth century shopfront, possibly 1930s, with original fascia and blind box above
No.31	Pizza GoGo	Modern shopfront, detracting
No.33	Asafo Market	Modern shopfront, detracting
No.35	Giggles Joke Shop	Modern shopfront, detracting
No.37	Cakecraft UK (now vacant)	Modern shopfront, detracting
No.39	Afro Caribbean Centre	Modern shopfront, detracting
No.41	Chesterfields	Positive impact. Least altered shopfront in the frontage
No.43	Bridal Boutique	Positive impact. Original shopfront partly obscured by over-sized fascia sign

Findings

Some of the shops have modern shutters which detract from their appearance eg No.13 (Chicken Valley), No.17 (Gold Buying Centre), No.19 (former Tattoos). There is no shopfront as such behind the shutters of Chicken Valley. The shopfront to the Afro-Caribbean Centre at No.39 has been partly filled in and there is no view into the interior.

In the single-storey parade of shopfronts (No.5–No.21), there are no complete original shopfronts. However, some elements do survive, including the dentilled cornice which can be seen on No.5 (Aby's Indian) and No.9 (Miss Nails). Most of the decorative pilasters and corbels in this parade have survived, albeit painted in a wide variety of colours which tends to reduce their visual impact.

In the three-storey parade (No.27–No.43), the least altered shopfront is No.41 (Chesterfields). This shopfront and the adjoining shopfront at No.43 (Bridal Boutique) retain some features which appear to be missing from shopfronts in the remainder of the terrace – a more elaborately moulded timber cill at the base of the shopfront and timber detailing on the stallriser. Some of the original pilasters and consoles in this section of the street survive, whilst others have been either removed or covered over.

Several of the original timber fascias survive, some concealed behind modern applied fascia panels. Some blind boxes which would have contained retractable awnings remain in situ, for example at at No.29 (Don Rogers Sports).

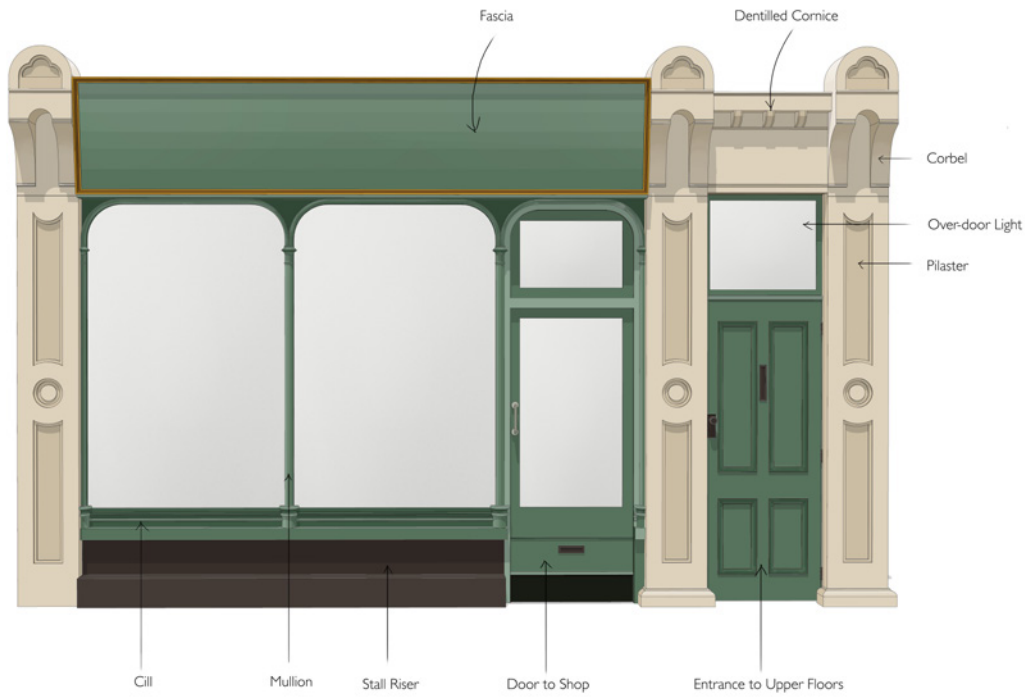


No.25 Faringdon Road. One of the most altered façades, having a modern shopfront, aluminium door to the upper floors and rendered upper floors.

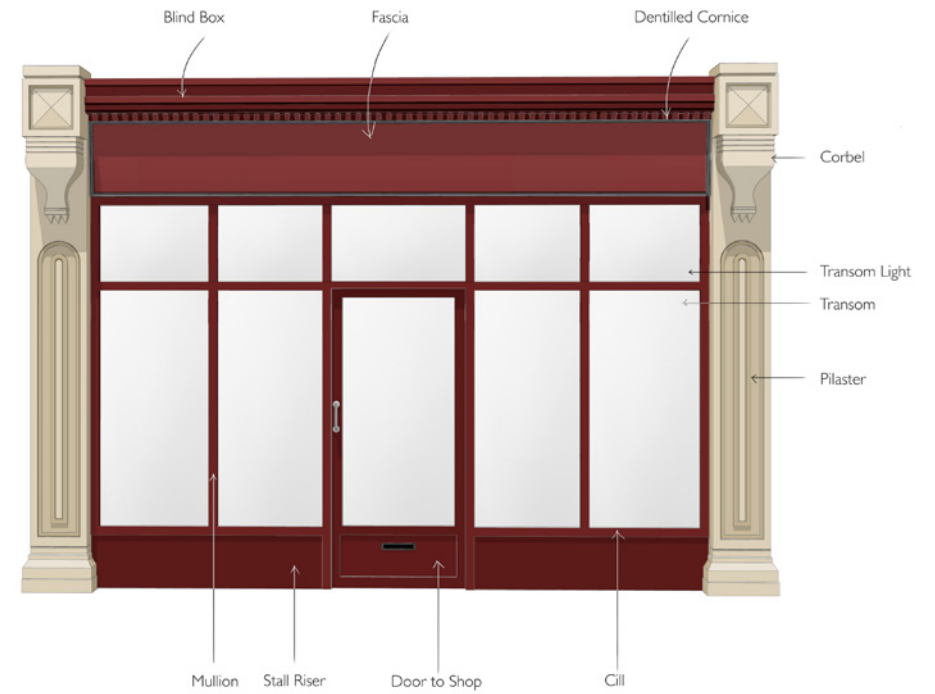


No.41 Faringdon Road. The least altered façade in this terrace, having an original shopfront, exposed pilasters, original door to the upper floors and unaltered upper floors.

Findings



Based on the evidence of No.41, a generic shopfront design has been prepared to serve as a model for the other shopfronts in this parade (Nos.25-43).



In the absence of original shopfronts in the single-storey section of the parade (Nos.5-23), this generic design is proposed based on traditional designs.

Findings

3.2 Pilasters and Corbels

There are two different types of pilasters along the frontage:

Nos.5–19 (Queen Anne Buildings) have a pilaster and prominent corbel bracket either side of the shopfront. There is no evidence of that there were separate doorways in the original design giving independent access to the houses behind. Although none of the pilasters and corbels are complete and unaltered, they survive to some extent between each shop – nine in all. The pilasters have a single panel with a semi-circular top and a raised central element. The ornamental corbels above have a swept and waisted section.

The terrace of three-storey properties (Nos.25–43 Faringdon Road) appears to have been built with independent access to the upper floors via doorways placed to one side of each shopfront, and divided from them by pilasters. There were about 17 pilasters in the original design of this terrace, of which eight survive largely intact and the other nine are either obscured, partly removed or missing altogether. Further investigation is required to find out how much of the original pilasters survive behind later timber boxing.

Several of the remaining pilasters and corbels have been painted with split colours, extended from the shopfronts on either side. This variety of colours undermines the visual importance of the pilasters in framing separate shopfronts.

3.3 Doorways to Upper Floors

The three-storey terrace retains most of the original entrances which give access to the accommodation on upper floors. The doorways are framed by pairs of pilasters (see above), and the original four-panelled entrance doors survive at No.35 (Cakecraft) and No.41 (Chesterfields). The latter doorway also retains its original glazed over-door light and door ironmongery. Where the current entrance doors are modern replacements, there is potential to reinstate four-panelled timber doors with glazed over-door lights above.

3.4 Brickwork Façades of Upper Floors

The visual coherence of the three-storey terrace has been interrupted by the coarse render finish applied to the upper storeys of No.25 (Piyada Thai Massage) and the painting of the brick façades on Nos.35, 37 and 43. The render coat on No.25 is allowing water to enter and may be liable to deteriorate over time, as well as being visually discordant. On several of the façades the condition of the brickwork has deteriorated due to the use of strong cementitious mortar.

3.5 Upper Floor Windows

In the three-storey terrace, original sash windows survive at the three properties at the west end of the terrace (Nos.39, 41 and 43). Each property has two 'two-over-two' paned sash windows on the first floor and smaller windows, also 'two-over-two' paned sashes, at second-floor level. The head of the

upper sashes on the first floor are shaped to follow the curved corners of the arches window heads.

In the remainder of the three-storey terrace, most of the windows have been replaced with uPVC or aluminium substitutes which disrupt the original uniformity of the upper floors and detract from the appearance of the Conservation Area.

3.6 Rainwater Goods

On the eastern terrace with single storey shops, there are half-round gutters at eaves level. Most of the gutters and downpipes have been replaced with uPVC and their condition is generally poor. The downpipes discharge either down the front of the property, with the downpipe fixed to the side of the pilaster, or are routed internally.

On the western three-storey terrace, there are half-round gutters along the eaves supported on iron-brackets, four per property. Most of the original gutters have been replaced with uPVC, however the original iron brackets remain on all the properties in this terrace with one exception (No.43, Bridal Boutique). There are large grey uPVC downpipes between No.27 and No.29 and between No.35 and No.37. The former is exposed to the full-height of the building; the latter pipe is exposed on the upper floors but routed internally at ground floor level. There is an additional downpipe on the façade between No.39 and No.41 which is fixed to the pilaster between the adjacent shop fronts.

Findings

3.7 Roofs

The roofs are not a dominant feature of these terraces except in longer views, for example from the opposite side of Faringdon Road. The eastern terrace (Nos.5–21) has flat roofs over the shops and pitched roofs over the houses behind. There are gabled projections to each property in this terrace which intersect with the main roof behind. The three-storey terrace (Nos.25–43) has a single pitched roof with hipped ends over the end properties. This may have been a slate-covered roof originally, however most of it has been re-covered in concrete tiles.

Examination of historic photographs shows that the majority of the chimneys on the three-storey terrace have been removed and that the ornamental cresting to the ridges on the gables of the eastern terrace (Nos.5–23) has also been lost.



The eastern terrace (5–23 Faringdon Road) © GoogleEarth 2022



The western terrace (25–43 Faringdon Road) © GoogleEarth 2022

Section 4.0

Issues and Opportunities

4.1 Shopfront improvements

The appearance of the shop frontages could be significantly improved by removing shutters and shop signage on windows which block views of shop displays and activity behind. This would help to create a more lively and attractive frontage. Furthermore, replacing modern shopfronts with better proportioned, traditional designs would greatly enhance the street's appearance. The visualisation prepared for the street frontage (see following page) shows in an idealised form how the street frontages would appear if all modern shopfronts were to be replaced with traditional substitutes. The shopfront for Don Rogers Sport (No.29) appears to date from around the middle of the twentieth century and is of some design interest in its own right.

There are numerous opportunities to either expose the original fascias which have been concealed behind modern signage panels or to reinstate fascias to the original design where they have been removed.

Swindon Shopfronts Coding Guidance adopted by the Council in 2006, provides general advice on the design of traditional shop fronts usually appropriate for historic buildings and conservation areas.



The shopfront for Don Rogers Sports (No.29). Note the original blind box remaining above the later shopfront.



Recessed entrance doorway to Don Rogers Sports

Issues and Opportunities

These elevations showing how the street façades would look if all the recommended enhancements were undertaken. They are for illustrative purposes only and the actual colours and design details would be subject to owners' requirements.



Visualisation of 5–23 Faringdon Road showing reinstatement of traditional shopfronts to the whole terrace with two exceptions - No.11 which has a recently installed shopfront - and Nos.21-23 (Holmes Music) which has a modern frontage dating from the 1970s.



Visualisation of 25–43 Faringdon Road showing reinstatement of traditional shopfronts with the exception of Don Rogers Sports and retained original shopfronts at No.41 and No.43.

Issues and Opportunities

The visualisations adjacent show the original architectural features in each terrace which this project is seeking to either conserve or reinstate. These features are identified and explained in more detail in the annotated elevations in Appendix B.



Example of the properties in the eastern terrace (Nos.5 - 23) showing reinstatement of a traditional shopfront.



Example of the properties in the western terrace (Nos.25 - 43) showing the surviving shopfront of Chesterfields.

Issues and Opportunities

4.2 Signage And Illumination

The appearance of the shop frontages could be significantly improved by adopting a more consistent approach to the design of signage, in compliance with the Council's Coding Guidance. The current signage is very mixed in design, size, location, colour and materials:

- Many of the shops have over-sized fascias which have covered over the original fascias and cornices eg Chicken Valley, Tattoos, Holmes Music, Piyada Thai Massage, Bridal Boutique;
- Internally illuminated projecting signs are not in accordance with the Council's guidance eg Gloden Tanning;
- Some projecting signs are fixed to the corbels which detracts from their appearance eg Toca, Chicken Valley;
- Some shops have large and obtrusive signage fixed to the back face of windows which blocks views into the interior and creates a 'dead' frontage eg Gloden and the Gold Buying Centre;
- There is a high-level 'Spiderman' sign above Asafo Supermarket which detracts from the building's appearance.

The following general principles for signage are consistent with more detailed guidance contained in the Council's Coding Guidance:

- Where the original fascia exists, this should be re-used and not covered over;
- Applied box fascia signs made of plastic or metal will not be acceptable;
- Traditional hand-painted signs are to be encouraged;
- Individually applied letters will be acceptable in principle provided that their size, colour and materials are appropriate. Signs above fascia level can look untidy and are to be discouraged.

In addition, the following criteria are recommended for any new or amended signage on the Faringdon Road frontages:

- Fascia signs not to exceed 600mm in height or the height of the original fascia, whichever is the least;
- Any projecting signs should be mounted at fascia level and fixed to the fascia and not to the corbels;
- Any projecting signs to be 'blade' type signs of maximum dimensions 900mm in width and 600mm in height.

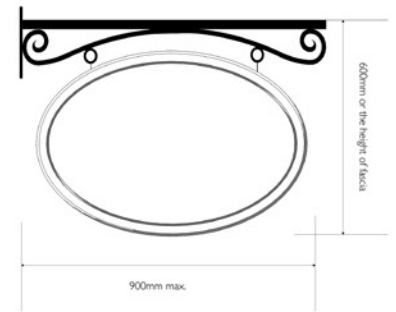
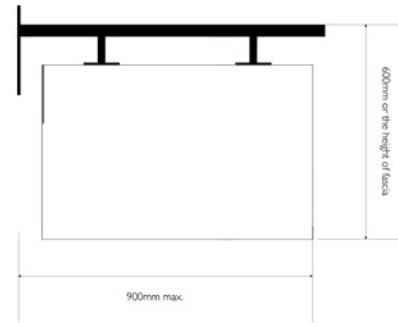
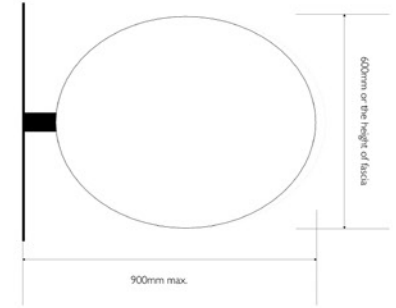
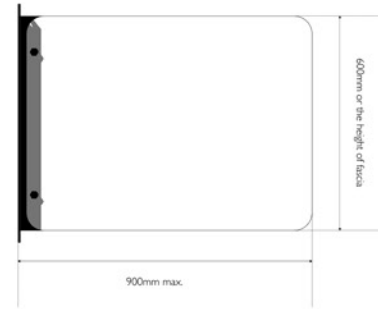
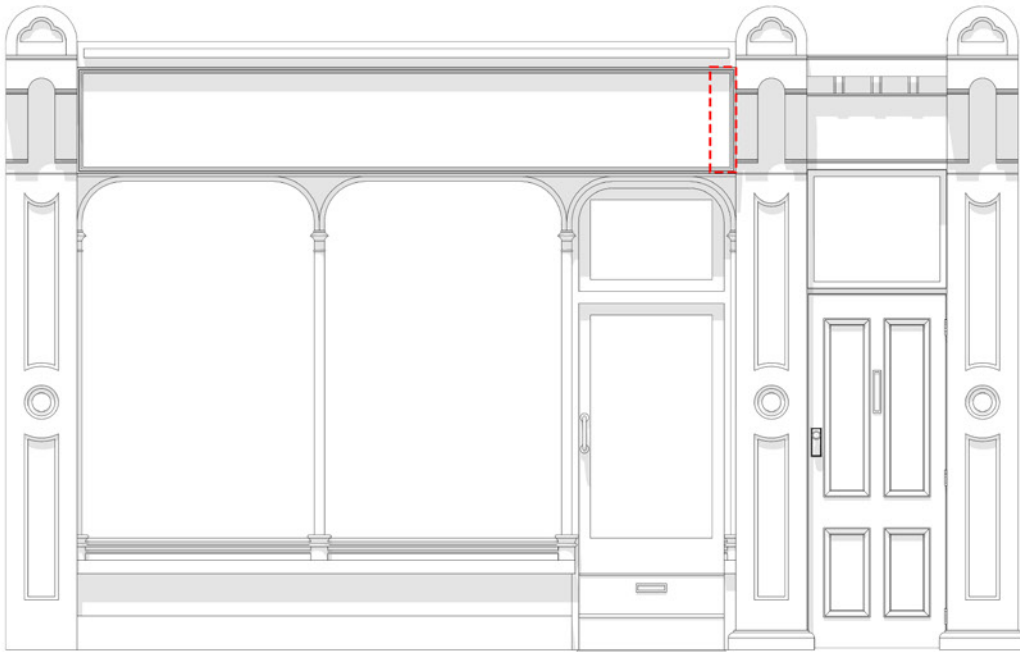
- Projecting light fittings to be avoided. Preference to be given to concealed lighting behind pelmets at the top of the fascia or projecting sign.

Extract from Council's Coding Guidance: Illuminated fascias

Illuminated fascias must be very carefully designed, as the effect of over lit designs can be significant. It is often better to use neat halo lit letters, back lit letters, or up lighters, which give a more pleasing effect. The following considerations must be taken into account in determining the acceptability of illumination.

- Front lit fascias illuminated by swan neck lamps or neon tubes can be over bright and the fixings ugly which will devalue an advertisement.
- Internally illuminated projecting box signs tend to look heavy and over-sized. A non-illuminated sign or externally illuminated sign has much more impact as the eye can separate it more easily from the building.
- Luminance levels will be controlled to prevent inappropriate light pollution.

Issues and Opportunities



Suggested location, designs and dimensions for projecting signs

Issues and Opportunities

4.3 Security

The current appearance of the shop frontages is adversely affected by external security shutters on some premises. Currently there are solid shutters permanently closed on vacant units at No.17 and No.19. Holmes Music (No.21 and 23) also has prominent external shutters. Even when open during the day, the external shutter boxes and guide rails are a detracting feature of the street. The design of replacement shopfronts will need to take security into consideration whilst complying with the Council's Coding Guidance for shopfronts - see extract adjacent.

Council Coding Guidance: Security Shutters

The Council accepts that security measures are necessary and in assessing an application will seek to balance security needs with any detrimental effect on the shopping area.

Accordingly,

- Shutters and grilles can have a devastating effect on a shop front and the night environment and for this reason they will usually be unacceptable.
- The best solution is to design security measures as an integral part of the shop front and in the case of a new shop front this approach will be insisted upon.
- Roller shutters fixed externally are unacceptable, as they tend to attract graffiti and completely deaden a shopping area at night. In addition, the box housing looks very unattractive and usually obscures architectural details.
- Open mesh roller grilles, which still allow a view into the shop at night, are an acceptable alternative. If these are fitted internally behind the glazing, they can be very effective and do not affect the appearance of a shopping area to the same extent.

Issues and Opportunities

4.4 Pilasters and Corbels (see also 3.2)

Potential repairs and enhancements include:

- Restoring pilasters and corbels which have been removed
- Exposing pilasters which have been concealed behind modern panels
- Rectifying defects such as physical impact damage
- Removing built-up layers of paintwork and deteriorating weather coats
- Redecorating pilasters and corbels in a uniform colour scheme to emphasise their visual role in framing individual shopfronts.



The painting of a pilaster in different colours undermines its visual unity

4.5 Upper Floor Windows (see also 3.5)

There are opportunities to reinstate traditional sash windows in the three-storey range at Nos.27, 29, 33, 35 and 37. Where the original sash windows remain, they are in particular need of repair at No.25 and No.39. Where windows are being repaired or replaced, there may be opportunities to improve thermal and sound insulation, however the cost of these improvements to performance would need to be funded by the owners.

4.6 Highways/Landscaping

The shops would benefit from highway improvements to provide parking bays, which would both increase passing trade and help to create a better environment. However funding for such a major intervention is not likely in the near future. Some suggested changes to highway clutter (bins, traffic signs, lampposts) are identified in the site templates but are not within scope for funding under this project.

Section 5.0

Preliminary Conclusions and Recommendations

5.1 Beneficial Impacts and Costs

A summary table of recommended works is provided at Appendix A. A separate spreadsheet has been prepared with details of all the potential repairs and improvements. These have been ranked according to the matrix below, where beneficial impact is ranked from 1 to 4 (1 is the least impact and 4 the greatest) and cost is ranked from 1 to 5 (1 is the least cost and 5 the greatest cost).

Level of Beneficial Impact	Score	Examples
Very High	4	<ul style="list-style-type: none">• Replacement of intrusive modern shopfronts• Removal of render from upper floor brick façade
High	3	<ul style="list-style-type: none">• Replacement of modern aluminium or uPVC windows with timber sash windows• Reinstatement of missing pilasters and corbels• Replacing over-sized modern fascia signs with traditional fascia signage to approved design
Moderate	2	<ul style="list-style-type: none">• Repointing with conservation mortar• Repair and redecoration of missing pilasters and corbels• Repainting in approved colour scheme
Low	1	<ul style="list-style-type: none">• Tidy up trailing wires• Remove surplus hanging sign brackets• Minor repairs to building fabric

Preliminary Conclusions and Recommendations

Note: The range of costs provided below are based on estimates provided by a Quantity Surveyor. They allow for preliminaries (scaffolding etc), professional fees, and inflation during the period to December 2023. The actual costs will also depend on how the works are grouped, phased and procured.

Approximate order of cost	Score	Examples
£30k-£50k	5	<ul style="list-style-type: none"> Replacement of intrusive modern shopfronts with purpose-made traditional timber design
£10k - £30k	4	<ul style="list-style-type: none"> Replacement of modern aluminium or uPVC windows with timber sash windows (for four to six windows per property) Removal of render from upper floor brick façade (No.25 only) Replacement of solid roller shutters with more appropriate security hardware
£5-10k	3	<ul style="list-style-type: none"> Replacing over-sized modern fascias with traditional signage to approved design Removal of paint from upper floors
£2k-£5k	2	<ul style="list-style-type: none"> Reinstatement of missing pilasters and corbels Repointing brickwork to upper floors with conservation mortar Replacing over-sized hanging signs with traditional signage to approved design Repair and redecoration of missing pilasters and corbels Repainting in approved colour scheme Replacement of plastic rainwater goods with metal
Less than £2k	1	<ul style="list-style-type: none"> Tidy up trailing wires Remove surplus hanging sign brackets Removing roller shutters, alarm boxes etc. Minor repairs to building fabric

Preliminary Conclusions and Recommendations

5.2 Strategic Options

It will be necessary to focus the available funding to achieve maximum beneficial impact. The key factors determining the allocation of resources are:

- The willingness and ability of individual owners to participate and contribute a proportion of the cost of proposed works;
- The value for money of proposed improvements in terms of their beneficial impact compared with their cost;
- The advantage of packaging works together to make economies of scale (e.g. sharing the cost of preliminaries such as scaffolding and reducing project management costs);
- The desirability of funding exemplar improvements for a range of different types of works.
- As the greatest impact is likely to be from improvements to the street level façades, it may be necessary to link the funding of repairs to upper floors to any recommended enhancements to the same property at ground floor level.

5.3 Potential for 'Quick Wins'

Some examples of relatively low-cost changes which have a high beneficial impact and can be regarded as 'quick wins':

- Uncovering and redecorating concealed pilasters and corbels
- Removing high-level signage
- Removing modern over-sized fascia signs to reveal original fascia behind
- Removing or replacing inappropriate modern projecting signs
- Redecorating in approved colour scheme.

5.4 High Priority Enhancements

The condition survey of the façades has identified about 175 items of repair or enhancement across the two terraces, Those with a very high beneficial impact, scored 4, relate to:

- Replace the existing modern shopfronts with a traditional design at the following properties Nos.5, 9, 13, 15, 17, 19, 25, 27, 31, 33, 35, 37 and 39
- Remove textured cement render to upper elevations of No.25.

Items with a high beneficial impact, scored 3, are:

- Replace over-sized modern fascia signs with traditional fascia signage at Nos.5, 15, 19, 21 and 23, 27, 31, 33, 35 and 43
- Remove roller shutters at Nos.13, 17, 19, 21 & 23, 29
- Remove paint from upper floor façades at Nos.35 and 37.
- Reinststate pilasters and corbels which are missing or concealed at Nos.27, 29, 37
- Replace modern upper-floor windows with timber sash windows at Nos.27, 29, 33, 35 and 37
- Replace modern uPVC door to No.31 with traditional panelled door and frame
- Remove spiderman sign at first-floor level on No.33.

Preliminary Conclusions and Recommendations

5.5 Potential for Model Repair and Restoration Project

One option to be considered is to focus resources on one or two frontages, as a demonstration of what can be achieved if all the recommended repairs and enhancement are implemented. The selected properties would need to have a high potential for enhancement and an owner willing to fully engage with the aims of the project.

Properties which appear suitable for this type of focused approach are the single-storey shopfronts at No.5 and No.7 (Aby's Indian and the Gold Buying Centre) and the three-storey frontages at No.25, No.31, No.33 and No.35 (Piyada Massage, Pizza GoGo, Asafo Market and Giggles).

5.6 Coordinated Paint Scheme

The adoption of a consistent colour palette would be an effective way of restoring a more homogeneous character to the frontages of each terrace. The colour palette used for the visualisations is taken from the Little Greene Company's Victorian range.⁰¹

A conservation-based approach would be to adopt a limited colour range for individual shopfronts consistent with a traditional Victorian colour palette e.g. the colours from the Little Greene Victorian range shown below. These have been used in the visualisations on p.20 of this report. This approach would be a reasonable requirement for all funded redecoration and for paintwork finishes to new shopfronts and signage.



Colours from the Little Greene Victorian range

In addition, it is recommended that a single colour is adopted for the pilasters and corbels across both terraces, so that these read as part of the architecture of the terraces rather than being subsumed into the adjacent shopfronts.

In other Heritage Action Zones the issue of adopting an approved colour palette has proved to be controversial. Therefore, an alternative approach to using Victorian colours may need to be considered. For example, a contemporary colour range could be adopted – see example below.



Newly installed shopfronts in Rochdale (April 2022) using a contemporary colour palette

⁰¹ <https://www.littlegreene.com/paint/period/victorian-paint-colours>

Preliminary Conclusions and Recommendations

5.7 Further Investigations Needed

Recommendations for further investigation are included in the individual templates. They can be summarised as follows:

- Investigate effectiveness of rainwater disposal. This is a common issue which applies to numerous properties.
- Investigate what original features are concealed behind fascia signs and behind boxing out around pilasters. This applies to several properties.
- Investigate whether service fittings and cables are redundant or not. This applies to several properties.
- Tap test render on upper floors of No.25
- Structural defects e.g. cracking to brickwork on No.35.

The most efficient way of undertaking these investigations would be to commission a high-level survey using a MEWP (Mobile Elevating Working Platform).

5.8 Trial Samples

It is recommended that a trial investigation of one or two original pilasters and corbels is undertaken to establish their original materials and finishes. This will help to confirm whether they originally had an exposed stone finish, or were rendered and/or painted. This should be linked to trial repairs in order to establish an agreed specification for works including removal of old paint layers, stone repairs and redecoration. This can then be applied to any other remaining pilasters and corbels which are subject to repair. Similarly, if removal of paint from the upper floors is required, the effectiveness of different paint removal techniques should be trialled first.

5.9 Project Risks

The most significant risk to the project is lack of engagement from owners and leaseholders who may not have the funds or motivation to make physical improvements to their properties, or the ability to engage. This can be mitigated by effective communication by the Council, which could help to build trust and to identify any barriers to engagement e.g. language difficulties or concerns about the cost of proposals. This process will be supported by persuasive visual material showing the benefits of improving the frontages.

Section 6.0

Next Steps

6.1 Next Steps After the Commission is Completed

On completion of the current commission by Purcell, the Council will begin engagement with owners and occupiers to introduce them to the aims of the project and to seek their engagement.

Further recommended actions are:

- Undertake further investigations including a high-level survey (see Section 5.7)
- Undertake repair and redecoration of a sample pilaster and corbel (see Section 5.8)
- Community engagement to clarify local interests.

List of Sources

Bibliography

The following documents were consulted online:

Kelly's Street Directory 1911, consulted via University of Leicester Special Collections

Shopfront Coding Guidance (Swindon Borough Council, adopted in 2006)

Swindon Borough Local Plan (2015)

Introduction to Heritage Assets: Shopping Parades (Historic England, 2016)

Conservation Area Appraisal and Management Plan for the Railway Town (Swindon Borough Council, adopted April 2021)

The following archives and collections were consulted:

British Newspaper Archive

Historic England National Archive at the Engine House, Swindon

Local Studies at the Central Library at Regent Circus, Swindon

National Library of Scotland for Historic Ordnance Survey mapping

Wiltshire and Swindon History Centre, Chippenham

Wiltshire and Swindon Historic Environment Record (HER)

Appendix A

Summary Table of Recommended Works

Faringdon Road, Swindon - Recommended Enhancements and Repairs

No.	5	7	9	11	13	15	17	19	21-23	25	27	29	31	33	35	37	39	41	43
Shop Name	Aby's Indian	TOCA Beauty	Miss Nails	Darkroom Espresso	Chicken Valley	Gloden	Gold Centre	Vacant	Holmes Music	Piyada Thai Massage	Distink Tattoos	Don Rogers Sports	Pizza GoGo	Asafa Market	Giggles	Cake Craft	Afro-Caribbean Centre	Chesterfields	Bridal Boutique
INVESTIGATIONS																			
Rainwater goods																			
Pilasters and corbels																			
REPAIRS TO SHOPFRONTS																			
Timber repairs																			
Corbel stone repairs and redec																			
Pilaster repairs																			
Redecoration																			
Repair cracks																			
Repair dentils																			
Repair awning/blind box																			
Replace missing/broken tiles																			
REPAIRS TO UPPER FLOORS																			
Brick repairs/replacements																			
Rake out and repoint brickwork																			
Renew/replace RWG																			
Repair window frames																			
Replace broken glass																			
Replace flashing																			
ENHANCEMENTS TO SHOPFRONTS																			
New traditional shopfront																			
Remove modern fascia sign																			
Remove projecting signage																			
Reinstate corbel																			
Reinstate pilaster profiles																			
Remove redundant brackets																			
New visually appropriate door																			
Remove security shutter																			
Alternative lighting to fascia																			
Reinstate timber fascia sign																			
Reinstate pilaster profiles																			
Remove timber boxing																			
Adopt rec. colour scheme																			
Tidy building services																			
Remove redundant hardware																			
ENHANCEMENTS TO UPPER FLOORS																			
Replace upper-floor windows	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A									
Remove painted finish	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A									
Remove render	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A									

Appendix B

Annotated Elevations Showing Architectural Features



Original roofs

This terrace has a dual-pitched principal roof with pairs of projecting gables facing the street. Four pairs of these gables remain in their original form. The fifth pair on Nos.21 & 23 (Holmes Music) were replaced in the 1970s by a flat-roofed extension. The original roof tiles survives on No.5, laid in a decorative pattern. A section of the original blue terracotta ridge tiles with ornamental cresting also survives on No.5. It can be assumed that there were originally a total of five brick chimney stacks, each located on the ridge of the roof. Of these, three remain.

Upper floor windows

No.9 and No.15 retain timber sash windows. The gable windows are 2-over-2 panes, and the smaller windows are 1-over-1 panes. The windows in the other properties are modern replacements. The windows have stone cills supported by pairs of corbels.

Upper floor facades

Unpainted red brickwork laid in stretcher bond. There is a pair of courses of buff-coloured bricks coinciding with upper floor window cills. There is a band of terracotta decoration at eaves level and terracotta ornamentation at the top of each gable. There are decorative terracotta key stones to the first-floor window openings.

Rainwater goods

It appears from a ground-level inspection that all the rainwater goods are modern replacements.

Pilasters and corbels

Most of the decorative pilasters and corbels in this parade have survived.

Shopfronts

There are no remaining original shopfronts in this terrace. However the dentilled cornice remains on No.5 (Aby's Indian), No.7 (Toca) and No.9 (Miss Nails).

Signage

An iron bracket for a hanging sign remains on the party wall between No.5 and the adjoining property (No.3).

Do not scale from this drawing. All dimensions are to be verified on site before proceeding with the work.
All dimensions are in millimeters unless noted otherwise.
Purcell shall be notified in writing of any discrepancies.


Key Plan
not to scale

PO1	13/05/2022		As Indicated
REV	DATE	BY	CHK/ DESCRIPTION

CLIENT
Swindon Borough Council

PROJECT
Faringdon Road, Swindon

JOB NUMBER
241790



TITLE
**5-23 Faringdon Road, Swindon
Original Architectural Features**

SIZE	SCALE	LAST REVISED	DRAWN	CHECKED
A3L		13/05/2022		
REV	SUITABILITY/REASON FOR ISSUE			
	P01.01 S0 - Work In Progress			

DRAWING NAME

Annotated Elevations Showing Architectural Features



Roofs and chimney stacks

The original slate-covered roofs remain on two of the properties: No.31 (Pizza Go Go) and No.41 (Chesterfields). All the remaining roofs in this terrace have been re-covered in concrete tiles. One pair of the original brick chimney stacks remain on the party wall between No.31 and No.33 – one stack on the front slope and another on the rear slope. It can be assumed that there were originally five pairs such stacks along the terrace. The B&W photo of the street taken in the 1960s confirms that most of these stacks were still in place at that time. An earlier photo taken in 1937 also confirms their prominent appearance.

Rainwater goods

On the western three-storey terrace, there are half-round gutters along the eaves supported on iron brackets, four per property.

Upper floor facades

Two of the upper floor facades (Nos.35 & 37) are painted. The paint finish on these properties is visible in the 1937 photograph when the shops were occupied by Great Western Clothiers. No.25 has a more modern render finish. The remaining facades still have an exposed brick with considerable ornamentation in the form of three bands of different coloured bricks, expressed as string courses. These are formed of two courses of blue bricks separated by a contrasting band of buff bricks. The ornamental arched heads to the first-floor windows are formed of stone voussoirs alternating with buff bricks. The flat-arched heads to the second-floor windows are also formed in alternating stone and brick voussoirs. The cills to the upper floor windows are formed of stone, flush to the façade.

Upper floor windows

The original sash windows survive at the three properties at the west end of the terrace (Nos.39, 41 & 43). Each property has two 'two-over-two' paned sash windows on the first floor and smaller windows, also 'two-over-two' paned sashes, at second-floor level. The head of the upper sashes on the first floor are shaped to follow the curved corners of the arches window heads. In the remainder of the three-storey terrace, most of the windows have been replaced with uPVC or aluminium substitutes.

Pilasters and corbels

Four of the original pilasters and consoles in this terrace survive intact, at No.39 & No.41. The others have been either removed or covered over.

Shopfronts

The most intact original shopfront visible in this terrace is No.41 (Chesterfields). The adjoining shop at No.43 (Bridal Boutique) also retains its original shopfront, however the upper part is obscured by a deep fascia sign. These two shopfronts retain some features which appear to be missing from shopfronts in the remainder of the terrace – a more elaborately moulded timber cill at the base of the shopfront and timber detailing on the stallriser. Several of the original timber fascias survive, some concealed behind modern applied fascia panels. Some blind boxes which would have contained retractable awnings remain in situ, for example at No.29 (Don Rogers Sports).

Signage

There is no evidence of original or historic projecting signage.

Do not scale from this drawing. All dimensions are to be verified on site before proceeding with the work.

All dimensions are in millimeters unless noted otherwise.

Purcell shall be notified in writing of any discrepancies.


Key Plan
not to scale

REV	DATE	BY	CHK	DESCRIPTION
P01	13/05/2022			As Indicated

CLIENT
Swindon Borough Council

PROJECT
Faringdon Road, Swindon

JOB NUMBER
241790



TITLE
**25-43 Faringdon Road, Swindon
Original Architectural Features**

SHEET SCALE LAST REVISED DRAWN CHECKED

A3L 13/05/2022

REV SUITABILITY/REASON FOR ISSUE

P01.01 S0 - Work In Progress

DRAWING NAME

Appendix C

Annotated Elevations Showing Recommended Works



- All properties:
- Tidy up trailing wiring and electrical conduits.
 - Investigate rainwater pipework.

Note: See templates for individual properties for further information regarding the recommended repairs and enhancements.

1 Existing Elevations showing Recommended Repairs and Enhancements
1011 Not to scale

Notes: 13/05/2022 11:14:09
 Drawings are based on survey data and may not accurately represent what is physically present.
 Do not scale from this drawing. All dimensions are to be verified on site before proceeding with the work.
 All dimensions are in millimeters unless noted otherwise.
 Purcell shall be notified in writing of any discrepancies.

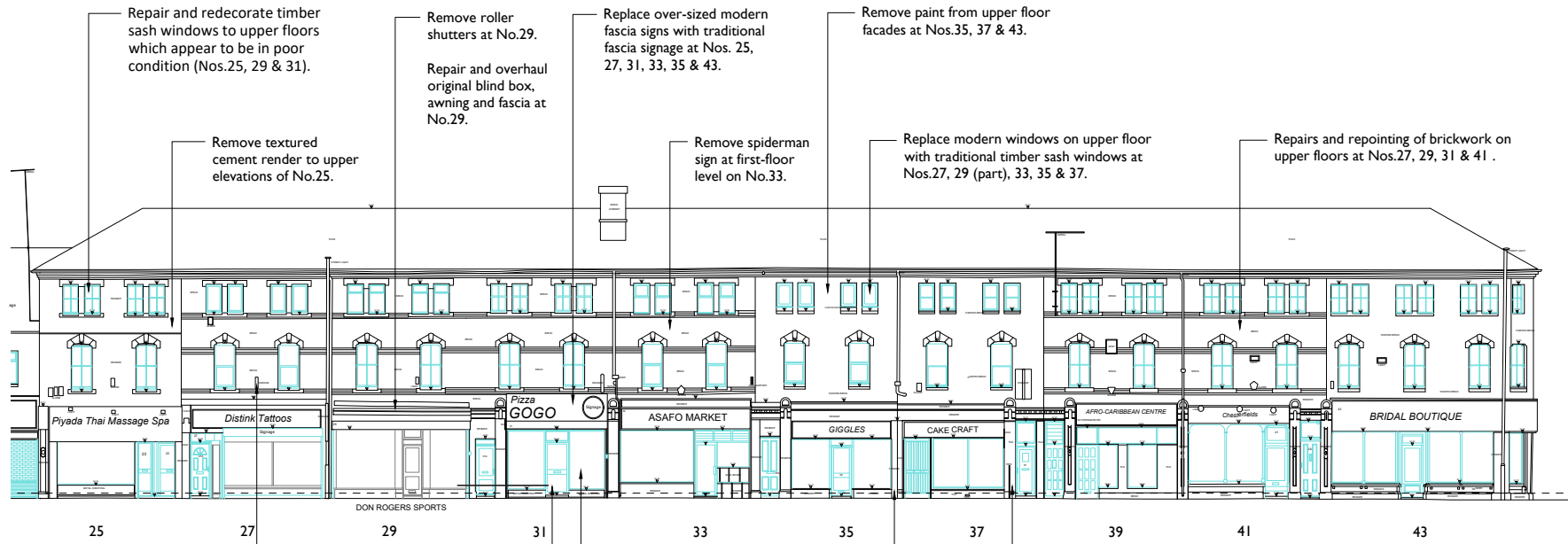
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P01	13/05/2022			As Indicated

CLIENT	Swindon Borough Council
JOB NUMBER	241790
PROJECT	Faringdon Road, Swindon
TITLE	5-23 Faringdon Road, Swindon
	Recommended Repairs and Enhancements

SIZE	A3L	SCALE		LAST REVISED	13/05/2022	DRAWN		CHECKED	
REV		SUITABILITY		REASON FOR ISSUE					
				P01.01 S0 - Work In Progress					
				DRAWING NUMBER					
				XXX-PUR-01-00-DR-A-1011					



Annotated Elevations Showing Recommended Works



- All properties:
- Repair and redecorate remaining pilasters and corbels.
 - Tidy up trailing wiring and electrical conduits.
 - Remove redundant service fittings and hanging brackets.
 - Replace all gutters and grey plastic downpipes with cast-iron to match originals.

Note: See templates for individual properties for further information regarding the recommended repairs and enhancements.

1 Existing Elevations showing Recommended Repairs and Enhancements
1012 Not to scale

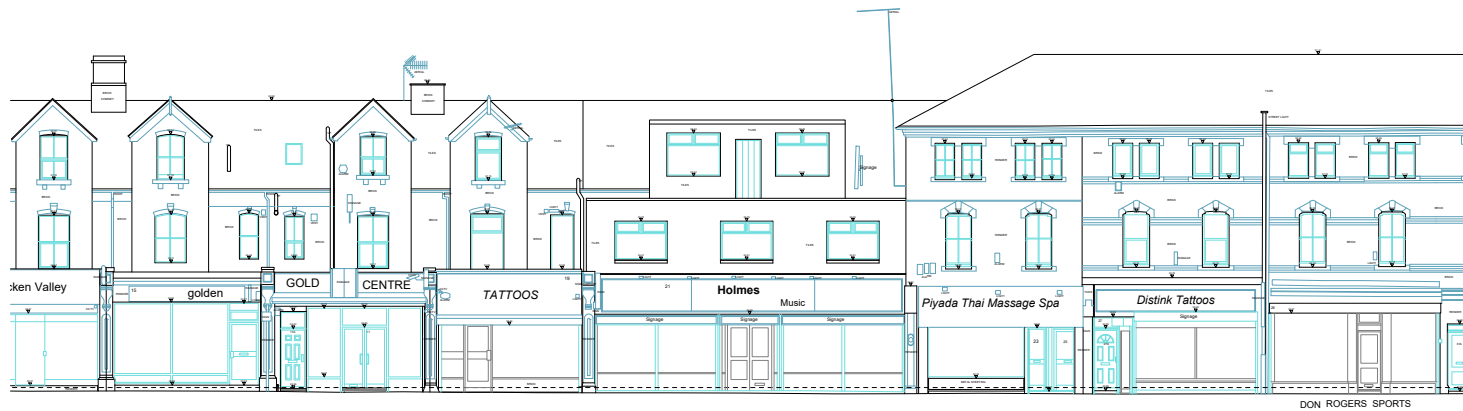
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		PO1	13/05/2022	BY	As Indicated							
REV	DATE	CHK	DESCRIPTION									
TITLE 25-43 Faringdon Road, Swindon Recommended Repairs and Enhancements	194 Gloucester Green, Oxford OX1 3BQ © PURCELL 2019. PURCELL IS THE TRADING NAME OF PURCELL ARCHITECTURAL LTD.											

Appendix D

Existing Frontages as Recorded by Sova Surveys (Scale 1:50 AT A1)

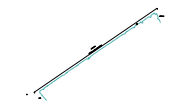


Existing Frontages as Recorded by Sova Surveys (Scale 1:50 AT A1)



13 15 17 19 21 23 25 27A 27 29

FARINGDON ROAD



Rev	Comments	By	Date
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2	Issue for planning	SOVA	18/05/2022

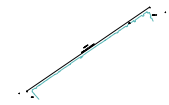
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Drawing Name			
SOWAS01 MSS REV B			
Drawing Title			
LAYOUT 2			
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Purcell	SOVA	18/05/2022	1:50
Drawn by	Checked by	Project Code	Revision
SOVA - SW	SOVA - MS	SOWAS01	B
016 Description	016 Local Scale		
ARBITRARY	ARBITRARY 01.00		
Notes			
1. Drawing is for information only and is not to be used for construction without the approval of the architect.			
2. SOVA SURVEYS LTD. IS NOT RESPONSIBLE FOR ANY DAMAGE TO PERSONS OR PROPERTY.			

Existing Frontages as Recorded by Sova Surveys (Scale 1:50 AT A1)



Farnsby S

31 33 35 37 39 41 43



Rev	Comments	By	Check	Date
1	Initial submission, missing data			
2	Missing data added			

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Drawing Name:		SCW0001 MES REV B	
Drawing Title:		LAYOUT 3	
Client:	Purcell	Date:	10/05/2022
Drawn by:	SOVA - JAC	Checked by:	SOVA - JAC
Scale:	1:50	Project Status:	REVISED
Drawn by:	SOVA - JAC	Scale:	1:50
Drawn by:	SOVA - JAC	Scale:	1:50
Drawn by:	SOVA - JAC	Scale:	1:50


Existing Frontages as Recorded by Sova Surveys (Scale 1:50 AT A1)




Appendix E

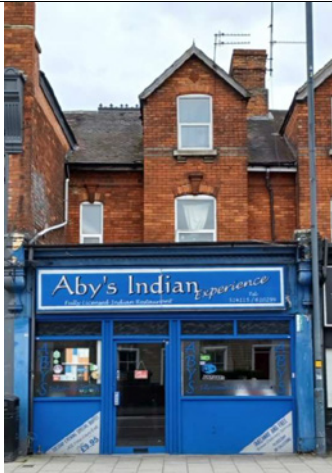
Template for Each Property

DATA SHEET: 5 FARINGDON ROAD

Current shop name:	Aby's Indian
	
History and significance	Shown on the 1 st edition OS map (1885) as a house with an open front garden, part of a terrace (Nos.5 – 23), noted as 'Queen Anne's Buildings'. Soon after the front area was developed as a single-storey shop, which remains with an altered shopfront. The building and terrace as a whole have architectural and historic interest, as explained in the summary report ('Faringdon Road, Swindon: A Vision for Shopfront and Façade Enhancements'). The facade also makes a positive contribution to the character and appearance of Swindon's Railway Conservation Area.
Brief Description of Shopfront	Modern shopfront within original pilasters, corbels and cornice.
Brief Description of Upper Floors	Upper floors set back and form a group (Nos. 5 – 19). Brickwork and replacement windows.
Current Use and Access to Upper Floors	Restaurant offering dine-in and take-out Access to the upper floors is not applicable for this property.

Previous Occupiers and Trades	<p>1875 (Post Office Directory):</p> <ul style="list-style-type: none"> Samuel Edward Miles, confectioner <p>1889 (Kelly's Directory of Wiltshire):</p> <ul style="list-style-type: none"> Mrs Pound Powne & Arnold, surgeons Ernest Charles Arnold, physician and surgeon, surgery Richard Tarrant, assistant overseer for Swindon and collector of poor rates.
Planning History	<p>1989 – Erection of single storey rear extension to retail premises</p> <p>1998 - Installation of new shop front</p> <p>2005 – Erection of first floor rear external staircase</p>
Development history	<p>No.5 is shown on the 1885 Ordnance Survey map as part of Queen's Buildings, with front area undeveloped.</p>  <p>1976 - 5 Faringdon Road is Billet & Co (clothes/school wear). It has an elaborate cornice and a large fascia sign. The entrance is recessed.</p>

Template for Each Property



Current appearance (April 2022)

Condition of Property	
Roof	Retains blue terracotta ridge tiles with decorative cresting.
Facade	Red brick with contrasting bands of buff brick and terracotta details to eaves, window heads and gable.
Upper Floor Windows	Modern replacements
Shopfront condition	<ol style="list-style-type: none"> 1. Peeling paint on timber to the right of the shop sign on the fascia. 2. Several different era redundant sign support brackets 3. Loose hanging wires which make the elevation look unorganised and unappealing 4. Pilaster is boarded over 5. Corbel on both sides of the fascia have peeling paint and deteriorating weather coats 6. Deteriorating weather coat to cornice
Rainwater Goods	Black and grey uPVC. Condition and effectiveness requires investigation.
Potential Repairs	<ol style="list-style-type: none"> 1. Strip back existing paint coverings to remove all loose and damaged material from façade. Replace timber panel to right of fascia. 2. Infill, indent and splice gaps in façade to restore profiles

Potential Enhancements

1. Rationalise hanging wires and electrical conduits.
2. Remove modern hanging bracket.
3. Remove timber boxing to pilasters.
4. Remove tiling and boarding to left side pilaster.
5. Replace fascia sign with more appropriate materials and finish.
6. Suggest more sympathetic colour scheme.
7. Replace shopfront with better proportioned traditional design.

Photographs



Left side corbel demonstrating peeling paint. The upper bracket is of some historic interest and is unique to the terrace. The lower bracket is a modern addition.

Template for Each Property



Left side pilaster obstructed by previous interventions – including boarding, tiling and boxed out with timber. Boxed out timber is deteriorating, particularly at the bottom. Street furniture (black plastic waste bin) is unsightly and obstructs features.




Right side corbel showing peeling paint, redundant metal bracket, obstruction of street lamp post and deteriorating timber of fascia.




Timber boxing over original pilaster feature. Minor deterioration to bottom corners.

Template for Each Property

DATA SHEET: 7 FARINGDON ROAD

Current Shop Name	TOCA
	
History and Significance	Shown on the 1 st edition OS map (1885) as a house with an open front garden, part of a terrace (Nos.5 – 23), noted as 'Queen Anne's Buildings'. Soon after the front area was developed as a single-storey shop, which remains with an altered shopfront. The building and terrace as a whole have architectural and historic interest, as explained in the summary report ('Faringdon Road, Swindon: A Vision for Shopfront and Façade Enhancements'). The facade makes a positive contribution to the character and appearance of Swindon's Railway Conservation Area.
Brief Description of Shopfront	Modern shopfront within original pilasters, corbels and dentilled cornice.
Brief Description of Upper Floors	Upper floors set back and form a group (Nos. 5 – 19). Brickwork and replacement windows.

Current Use	Most recent use is as a hairdressers and beauty salon. Currently for sale (April 2022).
Previous Occupiers and Trades	1875 (Post Office Directory): <ul style="list-style-type: none"> • Charles Nibbett, fruiterer 1889 (Kelly's Directory of Wiltshire): <ul style="list-style-type: none"> • Rev George Edward Gerrard Hoare Powne & Arnold, surgeons
Planning History	No planning applications available on the portal.
Development History	 <p>1976 - 7 Faringdon Road is Swindon Camera Centre. It has an elaborate cornice and a large fascia sign (roughly the same size as existing).</p>

Template for Each Property



Current appearance (April 2022)

Condition of Property	
Roof	N/A
Facade	Red brick with contrasting band of buff brick. Terracotta details to eaves, window heads and gable.
Upper Floor Windows	Modern replacements
Shopfront Condition	<ol style="list-style-type: none"> 1. Exposed deteriorating brickwork to right side corbel. 2. Shop sign is intrusive and fixed over the right-side corbel. 3. Minor damage to the profile of the right-side corbel. 4. Half of the pilaster either side of the shop has been skimmed over to infill the moulding profiles and create a flat pilaster. 5. Delamination of stone on the right-side pilaster at ground level. 6. Timber frames and door appear to be in keeping with original shop façade. 7. Large plastic fascia sign is over-sized.
Rainwater Goods	Black uPVC. Left side downpipe has unusual pipe arrangement from the roof which could be causing issues draining water from the roof.
Potential repairs	<ol style="list-style-type: none"> 1. Update gutter arrangement to ensure water is being directed away adequately. 2. Investigate condition of brickwork over corbels. 3. Remove loose and damaged paint layers from corbels and pilasters and redecorate.

Potential enhancements

1. Remove plastic fascia sign and replace with less intrusive, sympathetic sign
2. Remove intrusive sign affixed over the corbel. Repair damage to corbel caused by fixtures.
3. Reinstate pilaster mouldings
4. Strip multiple layers of paint off pilasters and corbels, reinstate with unifying sympathetic colour scheme.
5. Relocate lamp post away from immediately in front of the façade.
6. Redecorate in a more sympathetic colour scheme.

Photographs



Photo showing delamination of the bottom of the pilaster and infill of the pilaster moulding.

Template for Each Property





Photo showing intrusive fixing of shop sign over corbel and detail of covering over corbel top is inconsistent with exposed brickwork.

Template for Each Property

DATA SHEET: 9 FARINGDON ROAD

Current Shop Name	Miss Nails
	
History and significance	Shown on the 1 st edition OS map (1885) as a house with an open front garden, part of a terrace (Nos.5 – 23), noted as 'Queen Anne's Buildings'. Soon after the front area was developed as a single-storey shop, which remains with an altered shopfront. The building and terrace as a whole have architectural and historic interest, as explained in the summary report ('Faringdon Road, Swindon: A Vision for Shopfront and Façade Enhancements'). The facade above the shopfront makes a positive contribution to the character and appearance of Swindon's Railway Conservation Area.
Brief Description of Shopfront	Modern shopfront and fascia board, flanked by original pilasters and corbels.

Brief Description of Upper Floors	Upper floors set back and form a group (Nos. 5 – 19). Brickwork and timber sash windows.
Current Use and Access to Upper Floors	Beauty salon offering manicure and pedicure services. There is no independent access to the upper floors from the front of this property.
Previous Occupiers and Trades	1875 (Post Office Directory): <ul style="list-style-type: none"> Miss Rose Bayliss, linen draper 1889 (Kelly's Directory of Wiltshire): <ul style="list-style-type: none"> rev George Edward Gerrard Hoare Powne & Arnold, surgeons
Planning History	No planning applications available on the portal.
Development History	 <p>1976 – shows No.9 with earlier shopfront</p>  <p>1988 - No.9 occupied by 'prontaprint'.</p>
Condition of Property	
Roof	Not inspected
Facade	Original brickwork. Painted stone cill.
Upper Floor Windows	Original timber sash windows.
Shopfront	<ol style="list-style-type: none"> Plastic fascia sign Roller shutter fixed to the fascia

Template for Each Property

	<ol style="list-style-type: none"> 3. Pilasters, corbels and stallrisers are showing signs of wear with peeling paint and scuff marks 4. Right side pilaster is skimmed up to the halfway point to infill moulding profile – possibly to cover up previous damage 5. Redundant service boxes 6. Redundant signage brackets are fixed to the right-side corbel 7. Intrusive mailbox fixed to left-side pilaster
Rainwater Goods	None on the shopfront.
Potential Repairs	<ol style="list-style-type: none"> 1. Strip back and redecorate corbels and pilasters.
Potential Enhancements	<ol style="list-style-type: none"> 1. Replace the existing shopfront with a traditional timber shopfront. 2. Remove intrusive roller shutter 3. Replace fascia sign with more appropriate materials and finish. 4. Remove redundant hanging wall bracket from corbel. 5. Remove redundant service boxes. 6. Adopt a more sympathetic colour scheme.

Photographs





Left – deterioration of base of left-side pilaster.

Right – skim coat of plaster on right-side pilaster and failing layers of paint.

Template for Each Property

DATA SHEET: 11 FARINGDON ROAD

Current shop Name	Darkroom Espresso
	
History and significance	Shown on the 1 st edition OS map (1885) as a house with an open front garden, part of a terrace (Nos.5 – 23), noted as ‘Queen Anne’s Buildings’. Soon after the front area was developed as a single-storey shop, which remains with an altered shopfront. The building and terrace as a whole have architectural and historic interest, as explained in the summary report (‘Faringdon Road, Swindon: A Vision for Shopfront and Façade Enhancements’). The facade makes a positive contribution to the character and appearance of Swindon’s Railway Conservation Area.
Brief Description of Shopfront	Modern shopfront within original corbels, pilasters either side. The dentilled cornice above the shopfront appears to be a reproduction.
Brief Description of Upper Floors	Upper floors set back and form a group (Nos. 5-19). Brickwork. Concrete tile roof. Replacement window.
Current Use and Access to Upper Floors	Café offering a range of coffee Access to the upper floors is not applicable for this property.

Previous Occupiers and Trades	1889 (Kelly’s Directory of Wiltshire): <ul style="list-style-type: none"> • Mrs Sarah Friar, dressmaker
Planning History	1966 – Internal alterations and new shopfront. Addition at rear. 1967 – erection of an illuminated advertisement 1968 – Ex. Use – shop premises rear addition to be used for storage purposes (Mr M Holmes) 1969 – 1 st floor extension to form additional storage area (Mr J Holmes, Swindon Music Centre) 1969 – Garage and WC 1979 – Change of use from store to shop/offices and storage. 2002 – new shop front and erection of new rear extension comprising 4 no. flats.
Development History	 <p>1976 photo shows No.11 without a cornice above the fascia.</p>  <p>1988 photo shows No.11 with modern shopfront, occupied by the Scripture Union Bookshop</p>

Template for Each Property





Current appearance (April 2022)

Condition of Property	
Roof	N/A
Facade	Red brick with contrasting bands of buff brick and terracotta details to eaves, window heads and gable.
Upper Floor Windows	Modern replacements
Shopfront Condition	<ol style="list-style-type: none"> 1. Top section of right-side corbel has cracked and separated horizontally, this appears to have stabilised and been painted over. 2. Profile of both corbels has been damaged and definition lost. 3. Redundant service boxes mounted on pilasters 4. Boxing over pilasters obscuring any original moulding 5. Redundant hanging bracket on left side corbel
Rainwater goods	Black uPVC. Unusual arrangement, unsure how roof drains.
Potential repairs	<ol style="list-style-type: none"> 1. Stone indents to the corbels to reinstate profile definition and redecorate 2. Investigate drainage of roof and flow from downpipes. 3. Investigate crack to right side corbel
Potential enhancements	<ol style="list-style-type: none"> 1. Remove boarding over pilasters and reinstate original mouldings and decorate in appropriate colour 2. Remove redundant service box mounted on right pilaster 3. Remove redundant hanging bracket.

Template for Each Property

DATA SHEET: 13 FARINGDON ROAD

Current Shop Name	Chicken Valley
	
<p>Photo showing shopfront with shutter open</p>	
History and significance	<p>Shown on the 1st edition OS map (1885) as a house with an open front garden, part of a terrace (Nos.5 – 23), noted as 'Queen Anne's Buildings'. Soon after the front area was developed as a single-storey shop, which remains with an altered shopfront. The building and terrace as a whole have architectural and historic interest, as explained in the summary report ('Faringdon Road, Swindon: A Vision for Shopfront and Façade Enhancements'). The facade above the shopfront makes a positive contribution to the character and appearance of Swindon's Railway Conservation Area.</p>
Brief Description of Shopfront	<p>Over-sized fascia sign, roller shutter, corbels and pilasters.</p>
Brief Description of Upper Floors	<p>Upper floors set back and form a group (Nos. 5-19). Brickwork. Concrete tile roof. Replacement window.</p>
Current Use and Access to Upper Floors	<p>Restaurant offering dine-in and take-out.</p> <p>Access to the upper floors is not applicable for this property.</p>

Previous Occupiers and Trades	<p>1889 (Kelly's Directory of Wiltshire):</p> <ul style="list-style-type: none"> Arthur Davis Williams
Planning History	<p>2001 – change of use of ground floor from shop to restaurant.</p>
Street History	<p>1976 - 13 Faringdon Road is Berry's.</p>  <p>1988 photo shows No.13 (right)</p>  <p>Current appearance (April 2022)</p>
Condition of Property	
Roof	<p>Concrete tile roof.</p>
Facade	<p>Red brick with contrasting band of buff brick and terracotta details to eaves, window heads and gable.</p>
Upper Floor Windows	<p>Modern replacements</p>
Shopfront	<p>1. Large oversize fascia sign, covering over all cornice details</p>

Template for Each Property

	<ol style="list-style-type: none"> Right side corbel profile has notably deteriorated Projecting sign has been fixed over redundant bracket into deteriorating corbel
Rainwater Goods	No rainwater good were visible. Unclear how roof sheds water.
Potential Repairs	<ol style="list-style-type: none"> Stone indents and plastic repairs to corbels to reinstate profiles Investigate rainwater goods and locations Reaffix signage over the corbel onto a more secure substrate and remove redundant hanging bracket from the arrangement Repair base of right-side pilaster
Potential Enhancements	<ol style="list-style-type: none"> Remove roller shutter Replace fascia sign with more appropriate materials and finish Adopt a more sympathetic colour scheme Replace projecting sign Replace shopfront with a traditional and better proportioned design.

Photographs



Photo showing deterioration of base of pilaster.

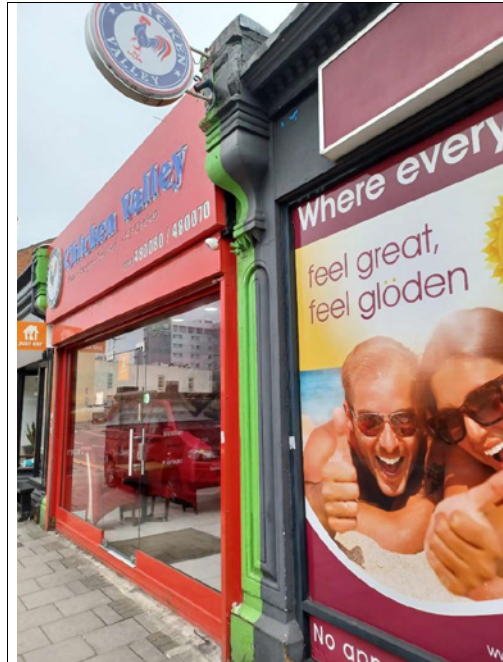



Photo showing projecting sign fixed into corbel through redundant sign bracket.

Template for Each Property

DATA SHEET: 15 Faringdon Road

Current Shop Name	Gloden Tanning and Beauty
	
History and significance	Shown on the 1 st edition OS map (1885) as a house with an open front garden, part of a terrace (Nos.5 – 23), noted as 'Queen Anne's Buildings'. Soon after the front area was developed as a single-storey shop, which remains with an altered shopfront. The building and terrace as a whole have architectural and historic interest, as explained in the summary report ('Faringdon Road, Swindon: A Vision for Shopfront and Façade Enhancements'). The facade above the shopfront makes a positive contribution to the character and appearance of Swindon's Railway Conservation Area.
Brief Description of Shopfront	Large windows and door flush with front profile of the shopfront, flanked by original corbels, pilasters and cornice. Windows feature oversized marketing images.
Brief Description of Upper Floors	Upper floors set back and form a group (Nos. 5-19). Brickwork and original timber sash windows. Concrete tile roof.
Current Use and Access to Upper Floors	Automated solarium for tanning beauty services
Previous Occupiers and Trades	1889 (Kelly's Directory of Wiltshire):

	<ul style="list-style-type: none"> Clerk, Henry Kinneir – solicitor (Kinneir and Toombs) and commissioner to administer oaths in supreme court.
Planning History	<p>1963 – illuminated projecting sign</p> <p>1965 – extension of show rooms on ground floor and first floor's toilet and rest room.</p> <p>1969 – extension to shop.</p> <p>2002 – change of use of ground floor from retail to automated solarium and external alterations.</p>
Street History	<p>There are no historic photographs showing this shopfront.</p> <div style="text-align: center;">  </div> <p>Current appearance (April 2022)</p>
Condition of property	
Roof	Concrete tile roof.
Facade	Red brick with contrasting bands of buff brick and terracotta details to eaves, window heads and gable.
Upper Floor Windows	Original timber sash windows
Shopfront	<ol style="list-style-type: none"> Large windows with oversize marketing images Paint peeling from the fascia not covered by plastic box signage Untidy roof covering detail over corbels. Left side corbel has deteriorated and lost definition of moulding Bottom of pilasters deteriorating

Template for Each Property

Rainwater Goods	Not visible at time of inspection
Potential Repairs	<ol style="list-style-type: none">1. Stone indents and plastic repairs to reinstate moulding profile to right side corbel2. Repair base of left side pilaster.3. Investigate where the rainwater goods are and how the roof sheds water.
Potential Enhancements	<ol style="list-style-type: none">1. Replace fascia and projecting signs with more appropriate materials and finish to comply with Council Coding Guidelines.2. Replace shopfront with traditional and better proportioned design.3. Remove garish marketing signage in window.

Photographs



Deteriorated top of corbel over left side pilaster



Aluminium box signs to fascia and projecting sign.



Base of left side pilaster deteriorated.


Template for Each Property

DATA SHEET: 17 Faringdon Road

Current Shop Name	Former Gold Buying Centre
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History and significance	Shown on the 1 st edition OS map (1885) as a house with an open front garden, part of a terrace (Nos.5 – 23), noted as ‘Queen Anne’s Buildings’. This front area was still shown as undeveloped on the 1922 revision of the OS map. However it was subsequently developed as a single-storey shop, which remains with an altered shopfront. The building and terrace as a whole have architectural and historic interest, as explained in the summary report (‘Faringdon Road, Swindon: A Vision for Shopfront and Façade Enhancements’). The facade above the shopfront makes a positive contribution to the character and appearance of Swindon’s Railway Conservation Area.
Brief Description of Shopfront	Modern shopfront. Strip light above. Garish signage in the window. Projecting sign and security camera.
Brief Description of Upper Floors	Upper floors set back and form a group (Nos. 5-19). Brickwork. Concrete tile roof. Replacement windows.

Current Use and Access to Upper Floors	Shop which has recently ceased trading, currently available for purchase at auction (April 2022). Access to 17A is via a black door to the left side of the shop front.
Previous Occupiers and Trades	1889 (Kelly’s Directory of Wiltshire): <ul style="list-style-type: none"> • Mrs Smith
Planning History	1985 - Change of use of first and second floor from residential to office.
Development History	No historic photographs of this property have been found. 
Condition of Property	
Roof	Concrete tile roof.
Facade	Red brick with contrasting bands of buff brick. Terracotta details to eaves, window heads and gable. Projecting sign at first-floor level. Burglar alarm box on gable at second-floor level.
Upper Floor Windows	Replacement modern windows.

Template for Each Property

Shopfront	<ol style="list-style-type: none">1. Large oversize fascia sign, covering over all cornice details. Intrusive awning obscures fascia.2. Minor surface damage to the corbels, right side corbel has projecting sign surface mounted over decorative moulding and CCTV camera.3. Second security camera is fixed to the right-side pilaster.
Rainwater Goods	No visible rainwater goods at ground-floor level. Visually prominent grey uPVC soil and vent pipe on front elevation, to LH side of gable.
Potential Repairs	<ol style="list-style-type: none">1. Investigate where the rainwater goods are located and how water is shed from the flat roof.
Potential Enhancements	<ol style="list-style-type: none">1. Replace shopfront, box fascia, roller shutter and awning; install new shopfront and fascia in a traditional design.2. Remove CCTV camera or replace with a less intrusive model3. Adopt a more sympathetic colour scheme.4. Remove projecting sign at first-floor level.5. Investigate whether grey SVP on gable can be removed or made less visually prominent.
Photographs	

Template for Each Property

DATA SHEET: 19 Faringdon Road

Current Shop Name	Vacant (former Tattoo Parlour)
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Photo of the existing shopfront with roller shutter down

History and significance	Shown on the 1 st edition OS map (1885) as a house with an open front garden, part of a terrace (Nos.5 – 23), noted as 'Queen Anne's Buildings'. Soon after the front area was developed as a single-storey shop, which remains with an altered shopfront. The building and terrace as a whole have architectural and historic interest, as explained in the summary report ('Faringdon Road, Swindon: A Vision for Shopfront and Façade Enhancements'). The facade above the shopfront makes a positive contribution to the character and appearance of Swindon's Railway Conservation Area.
Brief Description of Shopfront	Roller shutter across the whole front, large oversized fascia stripped of branding, flanked by pilasters and corbels. The 2018 photo below confirms that there is a modern aluminium-framed shopfront behind the shutter.
Brief Description of Upper Floors	Upper floors set back and form a group (Nos. 5-19). Brickwork. Concrete tile roof. Replacement windows.

Current Use and Access to Upper Floors	Vacant shop unit. Access to the upper floors is not applicable for this property.
Previous Occupiers and Trades	1898 (Kelly's Directory of Wiltshire): <ul style="list-style-type: none"> • Creese & CO, drapers • George Lockyer, insurance agent. 1903 (Kelly's Directory of Wiltshire): <ul style="list-style-type: none"> • Bray and Co, drapers 1907 (Kelly's Directory of Wiltshire) <ul style="list-style-type: none"> • Clement Chudleigh, draper
Planning History	2003 – Change of use from office to food and drink 2014 – Change of use of ground floor from retail to tattoo parlour

Template for Each Property

Development History



2000 photo



2018 photo (Google StreetView)


Condition of Property


Roof	Concrete or clay tile roof.
Facade	Red brick with contrasting bands of buff brick. Terracotta details to eaves, window heads and gable
Upper Floor Windows	Non-original windows.
Shopfront	Shutter down at time of inspection.

	<ol style="list-style-type: none"> 1. Large oversize fascia sign, covering over all cornice details. 2. Top of left-side corbel profile has notably deteriorated. 3. Right-side corbel has redundant bracket fixed into it. 4. Redundant services across shop front, such as CCTV camera and two security boxes, cables running vertically beside the pilaster. 5. Roller shutter is down and in a poor state of repair with graffiti and peeling paint. 6. Ground level of pilasters have deteriorated.
Rainwater Goods	None exposed at ground floor level.
Potential Repairs	<ol style="list-style-type: none"> 1. Stone indents and plastic repairs to left-side corbel to reinstate profile. 2. Repair base of pilasters. 3. Investigate rainwater goods and locations.
Potential Enhancements	<ol style="list-style-type: none"> 1. Remove existing shopfront, fascia and roller shutter; replace with a traditional shopfront and fascia. 2. Remove all redundant services and associated cabling/hardware. 3. Remove redundant hanging bracket from left corbel. 4. Clean and redecorate corbels and pilasters in approved colour scheme.
Photographs	

Template for Each Property

DATA SHEET: 21-23 Faringdon Road

Current Shop Name	Holmes Music
	
History and significance	Originally two properties built as part of a terrace (Nos.5 – 23 Faringdon Road) shown on the 1 st edition OS map of 1885. The 1922 revision of the OS map shown these as a single unit. The front of the property was completely rebuilt in 1976, concealing the original houses behind. The current façade is not of any special architectural or historic interest and detracts from the homeogeneity of the terrace as a whole which has architectural and historic interest, as explained in the summary report ('Faringdon Road, Swindon: A Vision for Shopfront and Façade Enhancements'). The shopfront and the façade above detract from the character and appearance of Swindon's Railway Conservation Area.
Brief Description of Shopfront	Wide modern shopfront with deep fascia, flanked by pilasters and one corbel. Shop is now a single unit made up of units which used to include 21 and 23 Faringdon Road.
Brief Description of Upper Floors	Tile-hung upper floor with three uPVC windows.

Current Use and Access to Upper Floors	The upper floors are used for storage and studio space for the shop unit below. Access is via the ground floor shop.
Previous Occupiers and Trades	<p>21 Faringdon Road</p> <p>1895 (Kelly's Directory of Wiltshire):</p> <ul style="list-style-type: none"> Josiah S Billett, hatter and hosier <p>23 Faringdon Road</p> <p>1895 (Kelly's Directory of Wiltshire):</p> <ul style="list-style-type: none"> Limmex and Co, ironmongers George Rodway Swinhoe, surgeon to the Great Western Medical Fund Association.
Planning History	<p>21 / 23 Faringdon Road</p> <p>1989 – Erection of first floor rear extension to retail premises 1996 – Change of use of ground floor from retail to retail/concert use 1998 – Change of use to food and drink 2006 – use of premises for mixed use – retail with associated music performance and refreshment areas.</p>
Development History	 <p>1976 photo of Faringdon Road shows flat-roofed extension being added to Nos.21-23.</p>
Condition of Property	
Roof	Flat roof - not accessed for this survey.
Facade	Tile-clad façade with no visible rainwater goods. Overall condition is good with no missing tiles or evidence of moisture ingress.

Template for Each Property

Upper Floor Windows	3no. uPVC windows at first-floor level, and 2no. at second-floor level.
Shopfront Condition	<ol style="list-style-type: none"> 1. Timber fascia has deteriorated with cracks and peeling paint. 2. Some services congestion at the top of the fascia. 3. Ground level pilaster base has deteriorated. 4. Paint coating to pilasters is tired and starting to delaminate/peel. 5. Right-side pilaster has lost the corbel and upper quarter of pilaster moulding. Currently boarded over.
Rainwater Goods	None observed.
Potential Repairs	<ol style="list-style-type: none"> 1. Rub back and redecorate shop front pilasters, timber fascia, pilasters and corbel. 2. Remove timber panel to pilaster and reinstate original moulding profile and new matching corbel. 3. Repair base of flanking pilasters.
Potential Enhancements	<ol style="list-style-type: none"> 1. Replace main fascia sign and projecting sign with more appropriate design and materials. 2. Remove the sub-fascia signs to expose more of the shopfront. 3. Replace the external roller shutters and guide rails with internal security grilles. 4. Rationalise hanging wires and electrical conduits. 5. Remove the high-level sign on flank wall of adjacent property (No.25) at second-floor level.


Photographs




Left photo - Deteriorating lower pilaster (right side). Right photo - Cabling running over the pilaster surface and deteriorating surface condition (right side)

Template for Each Property

DATA SHEET: 25 Faringdon Road

Current shop Name	Piyada Thai Massage
	
History and significance	Shown on the 1 st edition OS map (1885) as the end-of-terrace property (Nos.25 – 43). The building and terrace as a whole have architectural and historic interest, as explained in the summary report ('Faringdon Road, Swindon: A Vision for Shopfront and Façade Enhancements'). Having a much altered façade, there is high potential to enhance the appearance of this property by repairing, revealing and restoring original features. This would also enhance the character and appearance of Swindon's Railway Conservation Area.
Brief Description of Shopfront	Modern shopfront, deep fascia. Roller shutter across front, plastic pilasters and stall riser. Metal shop window and door frames. Metal door. Tiled floor covering to entrance. No original features of the shopfront were visible.

Brief Description of Upper Floors	Building forms a terrace with No.25-43. Textured cement render above. Three-storey building. Unusual brick and stone cills and lintels. Timber windows.
Current Use and Access to Upper Floors	Access is via door to the right of the shopfront
Previous Occupiers and Trades	1895, 1898 (Kelly's Directory of Wiltshire): <ul style="list-style-type: none"> • George Stone, photographer 1903 (Kelly's Directory of Wiltshire): <ul style="list-style-type: none"> • John Tait, photographer 1907, 1911, 1915 (Kelly's Directory of Wiltshire): <ul style="list-style-type: none"> • Arthur Banbury, photographer
Planning History	1988 – new shopfront
Development History	No.25 is the end terrace property of a terrace of ten properties (Nos.15 - 43 Faringdon Road). This three-storey terrace dates from the early 1880s. It has various architectural features of interest including bands of brick in contrasting colours across the upper floor facades and elaborately detailed window heads. However these details have been covered over by the render finish on No.25. <div style="text-align: right;">  <p>In this photo of 1986 the façade of No.25 (just visible to the left of the image) was not yet rendered.</p> </div>
Condition of Property	
Roof	Replacement concrete tile roof with a hipped end
Facade	1. Bottom left corner of front elevation, cement render has failed and exposed brickwork below.

Template for Each Property

	<ol style="list-style-type: none"> Bottom edge of render which hangs over shopfront fascia is starting to deteriorate. Congested and possible redundant building services. Redundant hanging bracket
Upper Floor Windows	<ol style="list-style-type: none"> Timber frames in very poor condition. Window sills and cut brick lintels recessed into elevation because of the render application.
Shopfront	<ol style="list-style-type: none"> Large plastic shop sign covering over whole fascia, evidence at the side that original façade behind is in poor condition.
Rainwater Goods	<ol style="list-style-type: none"> Evidence of deterioration of fascia boards and gutter runs.
Potential Repairs	<ol style="list-style-type: none"> Take down gutters and replace and inspect fascias, allow for replacement. Repair timber window frames – rub back and strip all remaining paint covering. Cut out and splice new timber into areas of timber decay or missing sections. Redecorate with new weather coat. Tap test render to check adhesion to substrate. Replace missing tiles at the entrance. Take down fascia shop sign and inspect façade behind. Allow for repairs and redecoration.
Potential Enhancements	<ol style="list-style-type: none"> Replace shop front with traditional design including fascia and cornice. Reinstate the original doorway arrangement to the RHS of the shopfront, including pilaster, corbel, dentilled frieze, panelled door and over-door light. Remove textured cement render to upper elevations and repair brickwork. Rationalise hanging wires, service hardware and electrical conduits. Remove any redundant services. Reduce number of hanging brackets. Adopt a more sympathetic colour scheme.
Photographs	



Poor condition of upper floor window. Ornamental lintel details in brick and stone remain visible.

Template for Each Property



Poor condition of upper floor windows and failing rainwater goods along the roof edge.



Conduits fixed to adjacent pilaster and some indication that the shopfront façade behind the modern signage is failing.


Template for Each Property



Congested building services and failed textured cement render allowing original brick façade to show through.

Template for Each Property

DATA SHEET: 27 Faringdon Road

Current Shop Name	Distinkt Tattoos
	
History and significance	Shown on the 1 st edition OS map (1885). The building and terrace as a whole (Nos.25 – 43) have architectural and historic interest, as explained in the summary report ('Faringdon Road, Swindon: A Vision for Shopfront and Façade Enhancements'). Having a much altered façade, there is high potential to enhance the appearance of this property by repairing, revealing and restoring original features. This would also enhance the character and appearance of Swindon's Railway Conservation Area.
Brief Description of Shopfront	Aluminium shopfront. Signage on glazing obscures interior.
Brief Description of Upper Floors	Building forms a group with No. 25-43. Brickwork. Replacement windows.

Current Use and Access to Upper Floors	Tattoo Shop Access to the upper floors via door to the left of the shop entrance.
Previous Occupiers and Trades	1907, 1911, 1915 (Kelly's Directory of Wiltshire): <ul style="list-style-type: none"> North Wilts Herald
Planning History	1987 – Erection of single storey rear extension 1988 – new shop front
Development History	No.27 is part of a terrace of ten properties (Nos.15 - 43 Faringdon Road). This three-storey terrace dates from the early 1880s. It has various architectural features of interest including bands of brick in contrasting colours across the upper floor facades and elaborately detailed window heads. A new shopfront was added in 1988.
Condition of Property	
Roof	Replacement roof covering of concrete tiles.
Facade	<ol style="list-style-type: none"> Brick deterioration is common across whole façade. This is most likely caused by repointing with a material that is too hard. Sporadic and extensive plastic infill repairs to missing bricks/brickwork. Congestion of building service hardware and wires. Original sills and cut brick lintels are all visible.
Upper Floor Windows	PVC windows, not in keeping with the traditional aesthetic of the building or the terrace. Reasonable condition from external ground level visual inspection.
Shopfront condition	<ol style="list-style-type: none"> Tiling either side of the fascia has failed and has missing tiles. Large metal and plastic box fascia sign showing some wear and tear to the corners Roller shutter fixed to the bottom of the fascia. Large branding to the windows. Door and window frames are all metal.
Rainwater Goods (RWGs)	Reasonable condition. Original metal brackets still visible at eaves level.
Potential Repairs	<ol style="list-style-type: none"> Rake out and repoint all brickwork with appropriate mortar. Remove all plastic infill repairs and reinstate new bricks with appropriate mortar. Flush through all RWGs.

Template for Each Property

	<ol style="list-style-type: none"> 4. Repair damaged and missing tile pilasters either side of shop front with new tiles (not required if original pilasters are reinstated).
Potential Enhancements	<ol style="list-style-type: none"> 1. Replace shopfront with better proportioned traditional design. 2. Reinststate the original pilasters and corbels either side of the shopfront. 3. Reinststate the original doorway to the upper floors, including panelled door, flanking pilasters, cornice detail and overdoor light. 4. Rationalise hanging wires, hardware and electrical conduits. 5. Replace fascia sign with more appropriate materials, size and finish. 6. Adopt a more sympathetic colour scheme.

Photographs



Platched repairs to deteriorated bricks, most likely cause is mortar repointing being too hard.



Deteriorating brickwork and congested building services.



Left: Aluminium-framed shop door and windows with plastic pilaster.
Right: Failed tiling to left side of shopfront, suspected location of original corbel.

Template for Each Property



Missing tiles from right side of fascia. Corbel reinstatement would be ideal but this would require moving the highways sign.



Deteriorated pilaster beside sign and behind lamp post.

Template for Each Property

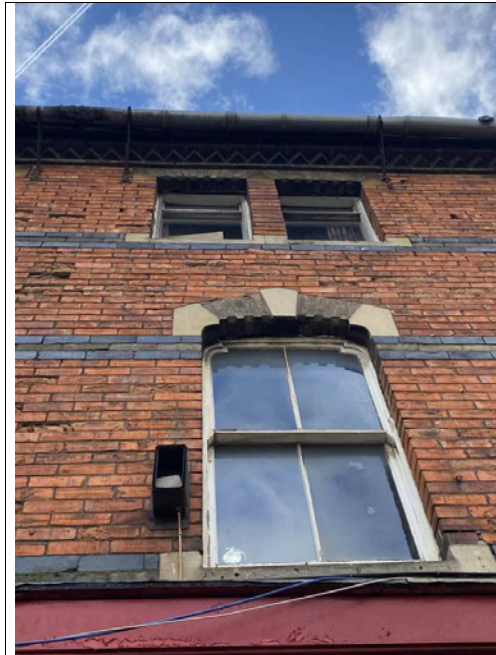
DATA SHEET: 29 Faringdon Road

Current shop name:	Don Rogers Sports
	
History and Significance:	Shown on the 1 st edition OS map (1885). The building and terrace as a whole (Nos.25 – 43) have architectural and historic interest, as explained in the summary report ('Faringdon Road, Swindon: A Vision for Shopfront and Façade Enhancements'). Although not original, the existing shopfront has some design interest as an example of a later period. As one of the longest established shops in this parade, it has some communal value. The facade above the shopfront makes a positive contribution to the character and appearance of Swindon's Railway Conservation Area. There is potential to enhance the appearance of this property by repairing, revealing and restoring original features.

Brief description of shopfront:	The style of the shopfront with its very slender framing sections appears to date from the 1930s or possibly 1950s. The entrance door is set back. The sloping fascia board and box for retractable blind survives from the original Victorian shopfront.
Brief description of upper floors:	The building forms a group with No. 25-43. Decorative brickwork. Sliding timber sash windows on the first floor. Replacement windows on second floor.
Current use and access to upper floors:	Sports shop offering sporting equipment and awards. No independent access from the street to the upper floors.
Previous occupiers and trades:	1895, 1898, 1903 (Kelly's Directory of Wiltshire): <ul style="list-style-type: none"> North Wilts Herald 1907, 1911 (Kelly's Directory of Wiltshire): <ul style="list-style-type: none"> William & Son Greenaway, boot and shoemaker 1915 (Kelly's Directory of Wiltshire): <ul style="list-style-type: none"> Faringdon Shoe Co, boot and shoe dealers.
Planning history:	No planning applications available.
Development History	No.29 is part of a terrace of ten properties (Nos.15 - 43 Faringdon Road). This three-storey terrace dates from the early 1880s. It has various architectural features of interest including bands of brick in contrasting colours across the upper floor facades and elaborately detailed window heads. The ground floor shops were originally separated from each and from adjacent doorways by ornamental pilasters and corbels, several of which survive.
Condition of Property	
Roof	Replacement roof covering of concrete tiles.
Facade	<ol style="list-style-type: none"> Brick deterioration is widespread across the façade. This is most likely caused by repointing with a material that is too hard. Congestion of building service hardware and wires.
Upper Floor Windows	Timber frames to first-floor windows are in very poor condition. Replacement windows to second floor.
Shopfront Condition	<ol style="list-style-type: none"> Fascia paintwork is tired and peeling Stallriser nosing has deteriorated on corner of reveal

Template for Each Property

	<ol style="list-style-type: none"> 3. Cracked tiles on stall riser 4. Flashing over awning is peeling back.
Rainwater Goods	Evidence of possible fascia deterioration and gutter is buckling where there appears to be a dense accumulation of debris. Original metal gutter brackets still visible.
Potential Repairs	<ol style="list-style-type: none"> 1. Take down gutters and replace and inspect fascia board, allow for replacement. Clean out gutter runs and reinstate. 2. Repair and redecorate timber window frames. 3. Rake out and repoint all brickwork with appropriate mortar. 4. Redecorate whole shopfront. 5. Replace broken tiles to stall riser. 6. Rub back and cut out deteriorated timber from stall riser nosing. Splice in new timber and redecorate. 7. Replace flashing over awning.
Potential Enhancements	<ol style="list-style-type: none"> 1. Rationalise hanging wires, hardware and electrical conduits. 2. Remove redundant hanging brackets. 3. Remove roller shutter. 4. Reinstate traditional timber sash windows to second floor (x4).
Photographs	



First-floor windows in poor condition. Replacement second-floor windows. Possibly redundant service hardware. However, original features, such as shaped brick lintels, stone cills and decorative bands of blue and buff bricks are intact.

Template for Each Property



Peeling paint on the shop fascia and hanging wires.



Timber decay to the stallriser nosing detail and a cracked tile.

Template for Each Property

DATA SHEET: 31 Faringdon Road

Current Shop Name	Pizza GoGo
	
History and Significance	<p>Shown on the 1st edition OS map (1885). The building and terrace as a whole (Nos.25 – 43) have architectural and historic interest, as explained in the summary report ('Faringdon Road, Swindon: A Vision for Shopfront and Façade Enhancements'). This property has a much altered façade at ground floor level, but the upper floors have not been altered and they make a positive contribution to the character and appearance of Swindon's Railway Conservation Area.</p> <p>There is high potential to enhance the appearance of this property by repairs to the upper floor facade, and by reinstating a traditional shopfront, fascia and doorway on the ground floor.</p>
Brief Description of Shopfront	Modern shopfront with external shutter and deep modern fascia.

Brief Description of Upper Floors	Building forms a group with No. 25-43. Decorative brickwork. Timber sash windows on 1 st and 2 nd floors.
Current Use and Access to Upper Floors	<p>Ground floor restaurant offering take-away.</p> <p>Upper floors accessed via a door to the left side of the shopfront.</p>
Previous Occupiers and Trades	<p>1895, 1898, 1903, 1907 (Kelly's Directory of Wiltshire):</p> <ul style="list-style-type: none"> • Edward Rogers, grocer <p>1911 (Kelly's Directory of Wiltshire):</p> <ul style="list-style-type: none"> • Thomas Lancaster, grocer <p>1915 (Kelly's Directory of Wiltshire):</p> <ul style="list-style-type: none"> • Ernest John Walker, grocer <p>1948 (advert)</p> <ul style="list-style-type: none"> • L Maylott, photographer <p>1962-3 (Swindon Town Football Club programme)</p> <ul style="list-style-type: none"> • Maylott studios, photographer for Swindon Town Football Club
Planning History	No planning applications available
Development History	No.31 is part of a terrace of ten properties (Nos.15 - 43 Faringdon Road). This three-storey terrace dates from the early 1880s. It has various architectural features of interest including bands of brick in contrasting colours across the upper floor facades and elaborately detailed window heads. The ground floor shops were separated from each and from adjacent doorways by ornamental pilasters and corbels, several of which survive.
Condition of Property	
Roof	Retains slate covering to roof and a large brick chimney stack on the front roof slope, on the party wall with No.33. The stack has contrasting bands of blue bricks.
Façade condition	<ol style="list-style-type: none"> 1. Deterioration of brickwork is evident, characteristic of the mortar material being too hard. 2. Trailing wires across façade, not clear all are still in use.

Template for Each Property

Upper Floor Windows	<ol style="list-style-type: none"> 1. Timber, single glazed – poor condition. Timber frames are in need of maintenance and the top left side window has broken glass panes. 2. Stone window sills. Those to first-floor windows are obscured by the large plastic fascia sign.
Shopfront	<ol style="list-style-type: none"> 1. Modern shop front. 2. Oversized fascia sign flanked by the original corbels on either side. 3. Potential for the original pilasters to survive behind timber box hoarding.
Rainwater Goods	Metal, missing length of guttering from façade. Original iron gutter brackets remain at eaves level.
Potential Repairs	<ol style="list-style-type: none"> 1. Replace missing and broken guttering along eaves. Inspect fascia and allow for replacement/repairs. 2. Secure any loose slates. 3. Repair, overhaul and redecorate sash windows to upper floors (x6). 4. Rake out and repoint all brickwork with softer mortar. 5. Cut out deteriorated bricks and replace with new bricks. 6. Clean and redecorate flanking corbels. 7. Repair the cornice above the doorway to upper floors.
Potential Enhancements	<ol style="list-style-type: none"> 1. Replace shopfront with better proportioned, traditional design. 2. Remove the fascia sign to expose the original fascia behind. 3. Remove timber box hoarding from pilasters to understand if original pilasters remain behind. 4. Reinststate the original doorway to the upper floors, including panelled door, flanking pilasters and overdoor light. 5. Remove projecting shop sign mounted above the fascia. 6. Rationalise trailing wires across the brickwork. 7. Remove redundant hanging bracket from corbel. 8. Adopt a more sympathetic colour scheme.
Photographs	



Original dentils and corbel over upper floor entrance door, possible indication that original features are behind timber box hoarding and shop fascia. Redundant hanging bracket. Note the weather covering over the awning is coming away and the timber above the dentils is deteriorating.

Template for Each Property




Missing guttering and insecure slates.



Poor condition of timber windows and broken guttering

Template for Each Property

DATA SHEET: 33 Faringdon Road

Current Shop Name	Asafo Market
	
History and Significance:	Shown on the 1 st edition OS map (1885). The building and terrace as a whole (Nos.25 – 43) have architectural and historic interest, as explained in the summary report ('Faringdon Road, Swindon: A Vision for Shopfront and Façade Enhancements'). The shop has some communal value as a supplier of Afro-Caribbean food and cosmetics. Despite the modern windows, the façade above the shopfront makes a positive contribution to the character and appearance of Swindon's Railway Conservation Area. There is high potential to enhance the appearance of this property by repairing, revealing and restoring original features.
Brief Description of Shopfront:	Modern aluminium-framed shopfront.
Brief Description of Upper Floors:	Building forms a group with No. 25-43. Original brickwork and decorative window cills and lintels.

	Windows are uPVC replacements uPVC. 'Spiderman' sign mounted at first-floor level.
Current Use and Access to Upper Floors:	Shop offering Afro-Caribbean food and cosmetics. Two flats above. It appears that the original independent access from the street to the upper floors has been sealed off.
Previous occupiers and trades:	1889 - 1915 (Kelly's Directory of Wiltshire): <ul style="list-style-type: none"> Jesse Charles Jarvis, outfitter 1962-3 (Swindon Town Football Club Programme): <ul style="list-style-type: none"> Dobell Shearman & Co Ltd, office equipment
Planning history:	2019: Certificate of lawfulness for the change of use from retail to mixed use comprising class A1 on the ground floor and 2no flats above.
Development History:	No.33 is part of a terrace of ten properties (Nos.15 - 43 Faringdon Road). This three-storey terrace dates from the early 1880s. It has various architectural features of interest including bands of brick in contrasting colours across the upper floor facades and elaborately detailed window heads. The ground floor shops were separated from each and from adjacent doorways by ornamental pilasters and corbels, several of which survive.
Condition of Property	
Roof:	Replacement roof covering of concrete tiles. Brick chimney stack on party wall with No.31.
Façade:	<ol style="list-style-type: none"> Evidence of brick replacement across façade, this is indicative of using a mortar that is too hard. Prominent uPVC rainwater downpipe to left side of upper floors. Large Spiderman motif and burglar alarm box fixed at first-floor level. Redundant hanging bracket.
Upper Floor Windows:	<ol style="list-style-type: none"> PVC and glass, design not in keeping with the original aesthetic. Appear to be in reasonable condition from ground level visual inspection. Historic cut brick lintels and sills are still visible.
Shopfront:	<ol style="list-style-type: none"> Metal, timber and glass shop frontage with louvered windows and electricity cupboards for the shop and two flats. Trailing and draped wiring. Timber box hoarding to pilaster to the left side of the shop front.

Template for Each Property

	<ol style="list-style-type: none"> 4. Corbel to left side of shopfront is showing signs of weathering and losing its profile.
Rainwater Goods:	<ol style="list-style-type: none"> 1. Metal and black PVC all visible on the elevation. 2. Gutter along eaves is mis-shaped. 3. Possible water ingress issue associated with downpipe judging by pattern of brick repairs. 4. Original iron gutter brackets remain.
Potential Repairs:	<ol style="list-style-type: none"> 1. Rake out and repoint the upper floor brickwork 2. Investigate water ingress associated with downpipe. 3. Flush through guttering. 4. Replace upper guttering sections. 5. Rub back, repair and redecorate corbel.
Potential Enhancements:	<ol style="list-style-type: none"> 1. Replace shopfront with better proportioned, traditional design. 2. Reinststate the original doorway to the RHS of the shopfront giving accessto the upper floors, including panelled door, flanking pilasters, cornice detail and overdoor light. 3. Rationalise hanging wires and electrical conduits. 4. Remove spiderman sign. 5. Replace uPVC windows with timber sash windows to match adjacent property at No.31. 6. Remove burglar alarm box. 7. Replace fascia sign with more appropriate materials and finish. 8. Investigate if original pilaster to LHS of shopfront remains behind timber box hoarding.
Photographs	




Patch repairs to brickwork visible on upper floors.

Template for Each Property

DATA SHEET: 35 Faringdon Road

Current Shop Name	Giggles Joke Shop
	
History and Significance	Shown on the 1 st edition OS map (1885). The building and terrace as a whole (Nos.25 – 43) have architectural and historic interest, as explained in the summary report ('Faringdon Road, Swindon: A Vision for Shopfront and Façade Enhancements'). Having a much altered façade, there is high potential to enhance the appearance of this property by repairing, revealing and restoring original features. This would also enhance the character and appearance of Swindon's Railway Conservation Area.
Brief Description of Shopfront	Timber framed, slightly recessed.
Brief Description of Upper Floors	Building forms a group with No. 25-43. Painted brickwork. Altered window openings with uPVC windows.

Current Use and Access to Upper Floors	Shop offering products for fancy dress and parties. Access to upper floors via door to the left of the shopfront.
Previous Occupiers and Trades	1889 (Kelly's Directory of Wiltshire): <ul style="list-style-type: none"> Benjamin Benfield, dairyman 1895, 1898 (Kelly's Directory of Wiltshire): <ul style="list-style-type: none"> Preston and Peacey, stationers 1907, 1911, 1915 (Kelly's Directory of Wiltshire): <ul style="list-style-type: none"> Charles B Greenaway, stationer 1928 (Advert): <ul style="list-style-type: none"> The Great Western Clothiers
Planning History	2017 – change of use of the upper floors from 5 no. bedsits into 2 no. 1 bedroom flats.
Development History	No.35 is part of a terrace of ten properties (Nos.15 - 43 Faringdon Road). This three-storey terrace dates from the early 1880s. The original design has various architectural features of interest including bands of brick in contrasting colours across the upper floor facades and elaborately detailed window heads. The ground floor shops were separated from each other and from adjacent doorways by ornamental pilasters and corbels, several of which survive.
	
This photo of 1937 shows the façade painted when this property and the adjoining property (No.37) were occupied by Great Western Clothiers).	
Condition of Property	
Roof	Replacement roof covering of concrete tiles.
Facade	1. Paint finish appears in reasonable condition, but it does obscure the condition of the brickwork and decorative features.

Template for Each Property

	<ol style="list-style-type: none"> 2. Stepped cracking beneath windows is indicative of potential movement.
Upper Floor Windows	<ol style="list-style-type: none"> 1. The window openings have been altered by removal of the stone cills and their replacement with brick. 2. Window frames are uPVC which appear to be in reasonable condition from ground floor visual inspection.
Shopfront condition	<ol style="list-style-type: none"> 1. Tidy but a tired exterior which requires general maintenance. 2. Timber features over the side entrance door have deteriorated from lack of maintenance. 3. Cornice remains however without a dentil course. 4. Redundant hanging bracket.
Rainwater Goods	<p>Original iron gutter brackets are present. A prominent grey plastic downpipe runs down on the RHS of the façade.</p>
Potential Repairs	<ol style="list-style-type: none"> 1. Investigate stepped cracking beneath upper left side windows. 2. Shop front and side entrance door surround requires full redecoration. Localised repairs may be necessary once all old paintwork is removed.
Potential Enhancements	<ol style="list-style-type: none"> 1. Replace shopfront with better proportioned, traditional design. 2. Investigate removal of timber box hoarding either side of side entrance to see if original pilasters are present and can be revealed. 3. Replace fascia sign with more appropriate materials and finish. 4. Reinstate dentils to shopfront fascia. 5. Remove paint finish to upper floors. 6. Reinstate timber sash windows to upper floors. 7. Remove redundant hanging bracket from fascia. 8. Replace plastic downpipe with cast-iron.
Photographs	



Dentil and corbel features to the left of the shopfront and over door to upper floors. Timber box hoardings covering pilasters.




Deterioration to low stallrisers at the shopfront.

Template for Each Property

DATA SHEET: 37 Faringdon Road

Current Shop Name	Vacant (formerly Cakecraft UK)
	
History and Significance	Shown on the 1 st edition OS map (1885). The building and terrace as a whole (Nos.25 – 43) have architectural and historic interest, as explained in the summary report ('Faringdon Road, Swindon: A Vision for Shopfront and Façade Enhancements'). Having a much altered façade, there is high potential to enhance the appearance of this property by repairing, revealing and restoring original features. This would also enhance the character and appearance of Swindon's Railway Conservation Area.
Brief Description of Shopfront	Timber framed, doorway recessed. Mosaic applied to pilasters and stallriser.
Brief Description of Upper Floors	Building forms a group with No.25 – 43. Painted brickwork. uPVC windows.

Current Use and Access to Upper Floors	Empty shop unit. Formerly a shop offering cake decorating products and courses. Access to the upper floors is via a door to the right side of the shopfront.
Previous Occupiers and Trades	1889 (Kelly's Directory of Wiltshire): <ul style="list-style-type: none"> William Turk, butcher 1895 (Kelly's Directory of Wiltshire): <ul style="list-style-type: none"> Thomas Seaward, eating house William Turk, butcher 1907, 1911, 1915 (Kelly's Directory of Wiltshire): <ul style="list-style-type: none"> Charles Wiltshire, tailor 1928 (Advert): <ul style="list-style-type: none"> The Great Western Clothiers
Planning History	1988 - Display of internally illuminated fascia sign and projecting sign. 1999 - Extension to rear of shop. 2017 – change of use of 1 st and 2 nd floor flat to house in multiple occupation.
Development History	No.37 is part of a terrace of ten properties (Nos.15 - 43 Faringdon Road). This three-storey terrace dates from the early 1880s. The original design has various architectural features of interest including bands of brick in contrasting colours across the upper floor facades and elaborately detailed window heads. The ground floor shops were separated from each other and from adjacent doorways by ornamental pilasters and corbels, several of which survive. 
	This photo of 1937 shows the façade painted when this property and the adjoining property (No.35) were occupied by Great Western Clothiers.

Template for Each Property

Condition of Property	
Roof	Replacement roof covering of concrete tiles.
Facade	<ol style="list-style-type: none"> 1. Paint finish appears to be in reasonable condition, but obscures the condition of brickwork and decorative features. 2. Stepped cracking beneath windows indicative of potential movement. 3. Congested wires and possible redundant services hardware.
Upper Floor Windows	<ol style="list-style-type: none"> 1. Not original design. Replacement uPVC, appear to be in reasonable condition from ground floor visual inspection.
Shopfront	<ol style="list-style-type: none"> 1. Tidy but a tired exterior which requires general maintenance. 2. Timber features over the side entrance door have deteriorated from lack of maintenance. 3. Cornice remains above fascia but lacking a dentil course.
Rainwater Goods	Reasonable condition, original iron gutter brackets are present. Prominent grey uPVC downpipe on LHS of façade on party wall with No.35.
Potential Repairs	<ol style="list-style-type: none"> 1. Investigate stepped cracking beneath upper left side windows. 2. Shopfront fascia, corbel and dentils/fascia over side door require full redecoration. Localised repairs may be necessary once all old paintwork is taken away.
Potential Enhancements	<ol style="list-style-type: none"> 1. Remove paint finish to upper floors. 2. Remove mosaic tiling from pilaster beside shopfront and reinstate traditional moulding. 3. Reinstate dentils to shopfront fascia. 4. Investigate removing tiling and timber panel from pilaster between 'Cakecraft UK' and 'Giggles' to reinstate original moulding and corbel. 5. Reinstate timber sash windows to upper floors. 6. Replace orange tiling with more sympathetic material. 7. Remove fascia sign and relocate signage to original fascia. 8. Rationalise building service hardware and wiring, removing redundant services where possible.

Template for Each Property

DATA SHEET: 39 Faringdon Road

Current Shop Name	Afro Caribbean Centre
	
History and Significance	Shown on the 1 st edition OS map (1885). The building and terrace as a whole (Nos.25 – 43) have architectural and historic interest, as explained in the summary report ('Faringdon Road, Swindon: A Vision for Shopfront and Façade Enhancements'). The property also has communal significance as Swindon's Afro-Caribbean Centre. Apart from the shopfront itself and adjoining door, the façade retains its original architectural features. There is potential to enhance the appearance of this property by repairing, revealing and restoring original features. This would also enhance the character and appearance of Swindon's Railway Conservation Area.
Brief Description of Shopfront	Altered shopfront containing a panelled timber entrance door. Shop windows obscured by tiling and window graphics. Original panelled pilasters and corbels remain on either side.

Brief Description of Upper Floors	Building forms a group with No.25 – 43. Upper floors retain all original features including twin course of blue bricks at cill level on each floor level and between first-floor windows
Current Use and Access to Upper Floors	Community centre promoting Afro-Caribbean cultures, networking and social events. Access to upper floors is via the panelled door to the left of the shop front.
Previous Occupiers and Trades	1889, 1895, 1898 (Kelly's Directory of Wiltshire): <ul style="list-style-type: none"> Robert Knights, wine and spirit merchant 1903, 1907, 1911, 1915 (Kelly's Directory of Wiltshire): <ul style="list-style-type: none"> Geo Saml Knights, wine and spirit merchant
Planning History	1985 – erection of single storey rear extension 2008 – erection of single storey rear extension for the Afro Caribbean Centre
Development History	No.39 is part of a terrace of ten properties (Nos.15 - 43 Faringdon Road). This three-storey terrace dates from the early 1880s. It has various architectural features of interest including bands of brick in contrasting colours across the upper floor facades and elaborately detailed window heads. The ground floor shops were separated from each other and from adjacent doorways by ornamental pilasters and corbels, several of which survive.
Condition of the Property	
Roof:	Replacement roof covering of concrete tiles.
Façade:	<ol style="list-style-type: none"> Brickwork is starting to deteriorate, indicative of mortar material being too hard. Decorative patterned brickwork and shaped brick/stone lintels are still intact. Ventilation grille has been installed in the centre of the façade. There are a number of wires and hardware (aerial, burglar alarm box) fixed to the façade.
Upper Floor Windows:	<ol style="list-style-type: none"> Timber, single glazed – poor condition. Timber frames are in need of maintenance and the second-floor left side window has broken glass panes. First-floor left side window has cracked and missing glass panes.

Template for Each Property

Shopfront condition:	<ol style="list-style-type: none"> 1. Shopfront is flanked by original pilasters and corbels. Left side corbel is damaged. 2. Shopfront is tired with peeling paint and faded design. 3. White tiling around the windows. 4. Gutter fixings are damaging the right-side pilaster.
Rainwater Goods:	Grey gutters and uPVC downpipe, these appear to be in reasonable condition from ground level inspection. Original iron gutter brackets remain at eaves level.
Potential Repairs:	<ol style="list-style-type: none"> 1. Repair and redecorate deteriorating sash windows on upper floors. 2. Repair profile of left side corbel. 3. Rub down and redecorate shopfront façade and clean the tiles. 4. Remove lower downpipe fixture, repair pilaster and re-fix appropriately.
Potential Enhancements:	<ol style="list-style-type: none"> 1. Replace shopfront with traditional design. 2. Replace the fascia with original fascia design incorporating cornice above. 3. Replace door to upper floors with original design of panelled door. 4. Re-route downpipe to avoid pilaster on RHS of shopfront. 5. Investigate possibility of removing the ventilation grille at first-floor level. 6. Rationalise wiring and services hardware, removing where redundant. 7. Redecorate pilasters in approved colour scheme.
Photographs	



Upper facade showing poor condition of windows, trailing wires, alarm box and large vent between first-floor windows.



Condition of brickwork on upper levels façade.

Template for Each Property

DATA SHEET: 41 Faringdon Road

Current Shop Name:	Chesterfields
	
History and Significance:	Shown on the 1 st edition OS map (1885). The building and terrace as a whole (Nos.25 – 43) have architectural and historic interest, as explained in the summary report ('Faringdon Road, Swindon: A Vision for Shopfront and Façade Enhancements'). This property is of particular interest, as it has the least altered façade in the whole terrace, including its original shopfront and doorway to the upper floors. It makes a positive contribution to the character and appearance of Swindon's Railway Conservation Area. There is potential to enhance its appearance by some minor repairs and improvements.
Brief Description of Shopfront:	Traditional shopfront with stallriser and traditional sign-writing style. Retains original doorway and 4-panelled door on RHS.
Brief Description of Upper Floors:	Building forms a group with No.25 – 43.

	The façade is the least altered in the terrace and is in fair condition
Current Use and Access to Upper Floors:	Barbers and hairdressers on ground floor. Access to upper floors via the door to the right of the shopfront.
Previous Occupiers and Trades:	1895 (Kelly's Directory of Wiltshire): <ul style="list-style-type: none"> Harvey Frederick Smith, butcher 1911 (Kelly's Directory of Wiltshire): <ul style="list-style-type: none"> George Cox, stationers 1915 (Kelly's Directory of Wiltshire): <ul style="list-style-type: none"> Samuel James Bramwell, stationer Leonard & Potter, baby linen warehouse
Planning History:	1990 - Erection of externally illuminated fascia sign. 2003 - Erection of a dentist's surgery and conversion of existing dentists to form 4 no. Flats (Nos.41-43)
Development History:	No.41 is part of a terrace of ten properties (Nos.15 - 43 Faringdon Road). This three-storey terrace dates from the early 1880s. It has various architectural features of interest including bands of brick in contrasting colours across the upper floor facades and elaborately detailed window heads. The ground floor shops were separated from each other and from adjacent doorways by ornamental pilasters and corbels, several of which survive.
Condition of Property	
Roof:	Retains original slate roof covering.
Façade:	<ol style="list-style-type: none"> Some brick deterioration, not as severe as other properties. Decorative patterned brickwork and decorative brick/stone lintels are intact. There are a number of wires and hardware fixed to the façade.
Upper Floor Windows:	<ol style="list-style-type: none"> Timber single glazed windows. Appear to be in reasonable condition, though bottom right-side window requires maintenance to the bottom of the frame.
Shopfront condition:	<ol style="list-style-type: none"> Overhead fascia, dentils and cornice to side door are tired and require maintenance. Pilaster between side door and shop entrance has lost a section of paint covering.
Rainwater Goods:	Metal gutters to be in appear reasonable condition from ground level inspection. Original iron gutter

Template for Each Property

	brackets remain. Grey uPVC downpipe on party wall with adjacent property (No.39).
Potential Repairs:	<ol style="list-style-type: none"> 1. Cut out and replace a small number of damaged and deteriorating bricks. 2. Repair and redecorate right side first-floor window frame. 3. Repair and redecorate fascia, dentils and cornice (assumed to exist behind modern fascia sign). 4. Repair and redecorate pilaster where paint covering has failed (see phot below).
Potential Enhancements:	<ol style="list-style-type: none"> 1. Rationalise wiring 2. Remove any redundant hardware including projecting lamps over fascia, burglar alarm boxes. 3. Reinststate traditional cornice above fascia with concealed lighting.

Photographs



Brick Deterioration and trailing wire to upper façade.



Overhead fascia, dentils and cornice to side door require redecoration.

Template for Each Property




Failing paint at base of pilaster.

Template for Each Property

DATA SHEET: 43 Faringdon Road

Current Shop Name	Bridal Boutique
	
History and Significance:	Shown on the 1 st edition OS map (1885). The building and terrace as a whole (Nos.25 – 43) have architectural and historic interest, as explained in the summary report ('Faringdon Road, Swindon: A Vision for Shopfront and Façade Enhancements'). Although altered by the painting of the brickwork on the upper floors, this property retains most of its original features and makes a positive contribution to the character and appearance of Swindon's Railway Conservation Area. There is potential to enhance its appearance by repairing, revealing and restoring original features.
Brief Description of Shopfront:	Retains a traditional shopfront with stall riser and return to Farnsby Street. Upper part of the original shopfront is concealed behind a large fascia sign.
Brief Description of Upper Floors:	End of terrace property. No.43 is unique in the terrace, having three-bay façade to Faringdon Road and a return façade to Farnsby Street. Painted brickwork and timber sash windows.

Current Use and Access to Upper Floors:	Ground-floor shop offering bridal gowns and dress alterations services. Access to dental surgery (Brunel Dental, 43a Faringdon Road) on upper floors is via a door on Farnsby Street.
Previous Occupiers and Trades:	1895, 1898 (Kelly's Directory of Wiltshire): <ul style="list-style-type: none"> • Joseph Thomas Childs, hairdressers 1907 (Kelly's Directory of Wiltshire): <ul style="list-style-type: none"> • Alfred J G & Son King, confectioners 1911, 1915 (Kelly's Directory of Wiltshire): <ul style="list-style-type: none"> • Costell & Co, tailors 1960 <ul style="list-style-type: none"> • Claude Barkham's, Radio TV and Electrics 1986 (photo) <ul style="list-style-type: none"> • FOSH
Planning History:	2003 - Erection of dentist's surgery and conversion of existing dentists to form 4 no. Flats (41-43 Faringdon Road).
Development History:	No.43 is the end property of a terrace of ten properties (Nos.15 - 43 Faringdon Road). This three-storey terrace dates from the early 1880s. It has various architectural features of interest including bands of brick in contrasting colours across the upper floor facades and elaborately detailed window heads. The ground floor shops were separated from each other and from adjacent doorways by ornamental pilasters and corbels, several of which survive. No.43 is different from the others in having a canted corner and a return elevation to Farnsby Street. 

Template for Each Property

	1960 – Carnival programme shows that the brick facades were already painted at this time when the shop was trading as Claude Barkham's.
Condition of Property	
Roof:	Replacement roof covering of concrete tiles.
Façade:	<ol style="list-style-type: none"> 1. Paint finish starting to deteriorate in places. It obscures the condition of brickwork beneath and decorative features. 2. Cable congestion above fascia sign. 3. High-level sign on corner bay advertising the dental surgery.
Upper Floor Windows:	Timber, single-glazed windows appear to be original sashes. In need of general maintenance. Lower window to corner elevation has weathered sill.
Shopfront:	<ol style="list-style-type: none"> 1. Stallriser has several areas which are damaged and the paint covering has come away. 2. Pilaster is soiled and has delaminated paint covering.
Rainwater Goods:	<ol style="list-style-type: none"> 1. Gutters appear to be in reasonable condition, original iron gutter brackets are present. 2. No downpipe on Faringdon Road elevation.
Potential Repairs:	<ol style="list-style-type: none"> 1. Repair and redecorate pilasters and stallrisers. 2. Rub back and repaint brickwork on upper levels (if removal of paint is not pursued).
Potential Enhancements:	<ol style="list-style-type: none"> 1. Remove the over-sized fascia signs to Faringdon Road and Farnsby Street. 2. Expose and repair original fascia signage (assumed to exist behind the current signage). 3. Rationalise and tidy number of wires and hanging brackets. 4. Removal of the paint finish to the upper floors would help to restore the visual homogeneity of the terrace. This work would need to extend to the Farnsby Street elevation.

Photographs



Timber windows to the upper floors, deteriorating paintwork and congestion of wires.



Oversized fascia sign obscures upper part of the original shopfront.

Template for Each Property



Shopfront pilasters with deteriorating paint.



Pilasters in need of redecoration.



Damage to the nosing on the stallriser.



Return elevation to Farnsby Street

