ROK Planning
51-52 St. John's Square
London
EC1V 4JL

REF: R00952/MR/DB
SUBMITTED VIA PLANNING PORTAL

Wiltshire Council
County Hall
Bythesea Road
Trowbridge
BA14 8JN

20 December 2023

Dear Sir/Madam,

APPLICATION FOR FULL PLANNING PERMISSION FOR THE INSTALLATION OF A NEW SHOPFRONT
31-33 HIGH STREET, CHIPPENHAM, SN15 3EY

I write on behalf of the Applicant, The Harkalm Group Ltd, to submit a planning application for the installation of a new shopfront entrance at 31-33 High Street, Chippenham, SN15 3EY.

Site and Surroundings

The site is a large unit fronting the High Street and stretching to the rear parallel with Emery Gate. The rear portion of the building, was added as an extension to the original building fronting the High Street. The High Street stretches to the south-west of the site, hosting various town centre and commercial uses. To the north-east lies the River Avon. The High Street provides a bridge across and further commercial development is located to the adjacent side.

The building itself is not listed. However, there are numerous listed buildings nearby including:

- The adjacent bank and attached walls at 30 High Street, Grade II (currently occupied as a Natwest);
- The bank located at 29 High Street, Grade II (currently occupied as a Lloyds bank);
- Nos 2 and 3 High Street located opposite the site in various occupation;
- Nos 4 and 5 High Street located opposite the site in various occupation;
- No 7 High Street; and
- The Town Hall.

Additional listed buildings exist further along the High Street to the south west. The site is also located within the Chippenham Conservation Area. For further details on heritage considerations, please refer to the heritage statement prepared by ROK Planning submitted along side this application.

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Proposed Works

Planning permission is sought for the installation of a new shopfront. The following development is proposed:

- Installation of a new door to the west of the elevation in RAL 7016; and
- Repainting of existing shopfront in RAL 7016.

Additional information on the proposals is available on the proposed plans prepared by RPM (Drawing Nos. PR0119-P-100, PR0119-P-101, PR0119-P-105, PR0119-P-201 and PR0119-P-102.)

Planning Policy Context

Section 38(6) of the Planning and Compulsory Purchase Act 2004 states that planning applications should be determined in accordance with the development plan unless material considerations indicate otherwise. In this case, the development plan includes Wiltshire Core Strategy (2015) and Chippenham Site Allocations Plan (2017).

Material considerations include the National Planning Policy Framework (NPPF) (July 2021).

Wiltshire Core Strategy (2015)

Core Policy 57 of the Local Plan (2015) outlines general design principles for development proposals to adhere to. The policy states ‘*’A high standard of design is required in all new developments, including extensions, alterations, and change of use of existing buildings. Development is expected to create a strong sense of place through drawing on the local context and being complementary to the locality.’’*

Additionally, Core Policy 58 of the Local Plan (2015) outlines the need to conserve the existing historic environment. The policy states *‘’development should protect, conserve and where possible enhance the historic environment. Designated heritage assets and their setting will be conserved, and where appropriate enhanced in a manner appropriate to their significance.’’*

National Planning Policy Framework (2021)

The NPPF is an additional material consideration. It is underpinned by a presumption in favour of sustainable development and in terms of that presumption, Paragraph 11 states that for decision taking this means *‘approving development proposals that accord with an up-to-date development plan without delay…’*

Paragraph 81 goes on to advise that *‘planning policies and decisions should help create the conditions in which businesses can invest, expand and adapt. Significant weight should be placed on the need to support economic growth.’*

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Planning Justification

As noted earlier in this letter, full planning permission is sought for the installation of a new shopfront.

Ultimately, the change proposed is extremely minimal. The design of the entrance will match the existing design of the façade, maintaining and preserving the original appearance of the building, also in keeping with the wider area in terms of its commercial context. It is considered that the proposed works will not harm the character or appearance of the conservation area and the listed building. For further details on design and heritage considerations, please refer to the heritage statement prepared by ROK Planning.

It is therefore concluded that there are no policy grounds for objection to the application proposal and we respectfully request that the application is granted.

Contents of application

The following supporting documents have been submitted via the Planning Portal in support of the application:

- The relevant planning application fee;
- The completed application form;
- This covering letter;
- Heritage Statement prepared by ROK Planning;
- Location Plan and Block Plan (Drawing No. PR0119-P-100);
- Existing and proposed drawings prepared by RPM;
  - Existing Site Plan (Drawing No. PR0119-P-101); and
  - Proposed Site Plan (Drawing No. PR0119-P-102);
  - Existing & Proposed Part Ground Floor Shopfront Plan (Drawing No. PR0119-P-105); and
  - Existing & Proposed Elevation (Drawing No. PR0119-P-201).

I trust that you have all the information you require to validate this application. If, in the interim, you have any queries please do not hesitate to contact either Matthew Roe or myself at this office. I look forward to your formal acknowledgement of the application.

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Yours faithfully,

Daniel Botten
Associate Director
ROK Planning Ltd