JAMES WILLIAMSON ARCHITECTS

PLANNING STATEMENT
(Householder Development)

Application at 2 Ivy Cottage, Low Road, Little Cheverell, Wiltshire, SN10 4JX
Planning Portal Reference: PP-12591207

1. Introduction

This planning statement accompanies the revised application for development at 2 Ivy Cottage, Low Road, Little Cheverell. The original application (PL/2022/06877) was refused on grounds concerning the impact on the character and appearance of the Little Cheverell Conservation Area. This document addresses the concerns raised by the Planning Inspectorate and outlines the modifications made in the new proposal.

2. Revised Proposal Overview

The revised proposal significantly scales down the previous plans, now focusing on a modest alteration to accommodate a single car parking space. This approach retains all existing trees and includes the implementation of green retaining wall structures designed to encourage greenery growth, ultimately leading to the proposal being fully concealed and integrated with the existing landscape.

3. Addressing Previous Concerns

In response to the concerns raised, this revised proposal minimises the physical alteration to the site. The cut into the bank is significantly smaller, reducing the visual impact and preserving the natural contours of the roadside bank. This approach maintains the setting of Nos 1 and 2 Ivy Cottages within the Conservation Area.

4. Conservation Area Considerations

The new proposal is crafted to align closely with the Little Cheverell Conservation Area Character Appraisal and Management Proposals (CACAMP). By limiting the extent of the alteration and focusing on green integration, the proposal respects and preserves the architectural and historic character of the area.

5. Landscape and Visual Impact

We have conducted a thorough visual impact assessment, concluding that the new proposal's reduced scale and the use of green walls will have a minimal visual footprint. Over time, these green walls are expected to blend seamlessly with the surrounding landscape, enhancing the local environment.

6. Public Benefits and Local Support

The proposal addresses the need for additional parking in the area, thus providing a public benefit by reducing on-street parking congestion along Low Road. This benefit, while specific to the residents of 2 Ivy Cottage, contributes positively to the overall traffic situation in the vicinity. Furthermore, preliminary consultations indicate support from some local stakeholders, including the Parish Council, reflecting a recognition of the proposal's sensitively considered design and its alignment with community interests.

Conclusion

The revised proposal for 2 Ivy Cottage has been meticulously designed to address the concerns raised by the Planning Inspectorate in their previous decision. By significantly reducing the scale of development and focusing on ecological integration, this new proposal demonstrates a commitment to preserving the character and appearance of the Little Cheverell Conservation Area. It aligns with the objectives of the Wiltshire Core Strategy and the National Planning Policy Framework, which emphasise the importance of conserving and enhancing the historic environment. We believe that this proposal offers a balanced solution that respects the site's heritage while addressing practical needs.