



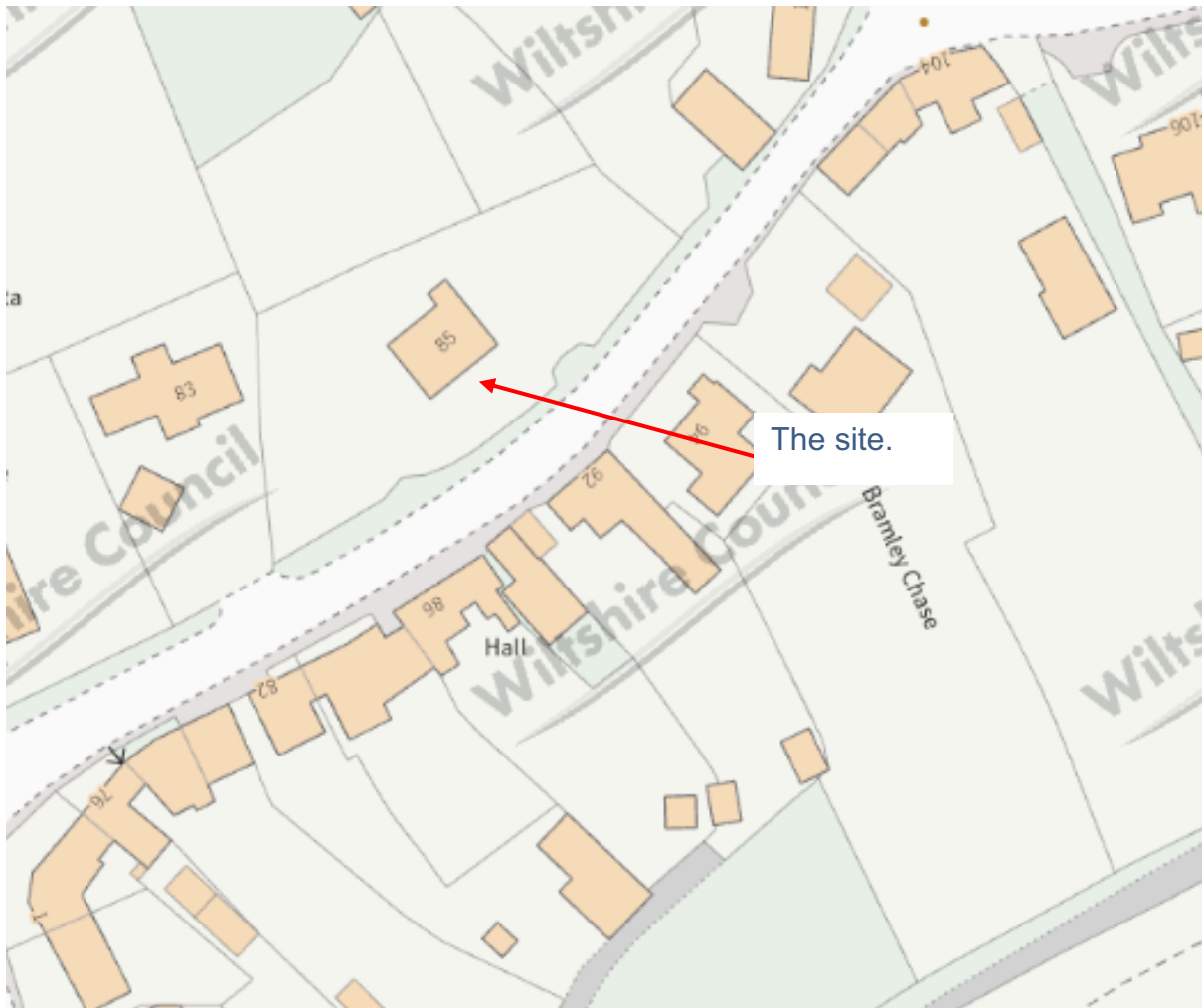
Poulsom Architectural Design and Planning Services

Planning Statement for 85 High Street, Great Cheverell, Devizes, SN10 5XR

1.0	Introduction and Background.....	3
2.0	Relevant Planning History.....	5
3.0	Reasons for Refusal pertaining to PL/2022/0911 and comparisons with the new scheme.....	6
4.0	Planning Policy Considerations.....	13
5.0	Conclusion.....	16

1.0 Introduction and Background

- 1.1 This Planning Statement is prepared by Poulson Architectural Design and Planning Services Limited. This statement should be read in conjunction with the submitted application forms and other supporting documentation, including the accompanying drawings.
- 1.2 The application seeks full planning permission for the demolition of no.85 High Street and the erection of two detached bungalows.



Map one: map of the site showing the relationship with adjoining properties

- 1.3 As indicated in the map above, the application site adjoins residential properties of varying densities, building lines and garden sizes.
- 1.4 The site is located in the centre of the village of Great Cheverell, within the village's Conservation Area.

- 1.5 The application site currently comprises a detached bungalow. It is in an elevated position when compared to the properties opposite. The site is very overgrown, with the existing house in a dilapidated condition following many years of neglect.

2.0 Relevant Planning History

- 2.1 The planning history check revealed that the site has been subject to several applications in recent years.

IN RELATION TO THE APPLICATION SITE

- 2.2 PL/2025/05625 – certificate of lawful development for proposed outbuildings and permeable hardstanding. APPROVED.
- 2.3 PL/2022/09110 - demolition of existing bungalow and erection of 2 new bungalows. REFUSED.

The four reasons for refusal are examined throughout section three of this statement.

- 2.4 19/11356/FUL – demolition of existing bungalow and erection of 3 new bungalows. REFUSED and appeal DISMISSED.

IN THE VICINITY

- 2.5 PL/2024/09776 - demolition of existing garage buildings; Redevelopment of site to build 2no. dwellings with associated parking, landscaping and new domestic garage for the property known as Hillcrest. APPROVED.
- 2.6 PL/2024/04957 – erection of 1 No. self-build dwelling with associated works. APPROVED.

3.0 Reasons for Refusal pertaining to PL/2022/09110 and comparisons with the new proposal

- 3.1 This section considers the reasons why the previous application was refused and reviews how the latest proposal has worked to overcome these issues.

Reason one is as follows:

“The proposed development would represent 'infill' within the existing built-up area of Great Cheverell; however, due to the siting, design and layout of the residential scheme, it would not respect the existing character and form of the settlement. The development therefore would be contrary to the Spatial Vision for the sustainable development of Wiltshire as set out in Core Policy 1, 2 and 12 of the Wiltshire Core Strategy for a net increase of one dwelling on site. There is no justification for departing from the Development Plan Policies or any other material considerations to establish the principle of development which would be of sufficient weight to allow for the creation of an additional dwelling on the site.”

- 3.2 Great Cheverell is identified within the Wiltshire Core Strategy as a ‘small village’ under CP12, with development in small villages being restricted to infill development, provided that the three criteria test outlined within CP2 are met. The three criteria are as follows:

- i) Respects the existing character and form of the settlement
- ii) Does not elongate the village
- iii) Does not consolidate existing, sporadic loose knit areas of development related to the settlement.

- 3.3 The Officer Report confirms that the previous scheme for the site to accommodate two units meets criteria ii) and iii). With regards to criterion i), the scheme was assessed as failing based on the following:

“i) it is considered that the proposal by reason of its siting, layout and design would not respect the existing character and form of the settlement, in particular it would not preserve or enhance the character and appearance of the Great Cheverell Conservation Area. The assessment on these grounds will be explored further in the sections below of this report.”

- 3.4 Reviewing the Officer’s assessment of the refused scheme on the character and appearance of the Conservation Area, there is commentary pertaining to how the site was open until the existing dwelling was constructed in the twentieth century, with the large garden maintaining a sense of openness. The openness and greenery were assessed as contributing to the character and appearance of the Conservation Area. Although it was *“acknowledged that there is a variety of plot layout and sizes within the locality the provision of two dwellings in this prominent siting does detract from the currently attractive open layout of the Conservation Area.”*

- 3.5 Officers also raised concerns of the siting against the highway, with the proposed dwellings being adversely prominent compared with the existing situation, due to the topography. It is accepted that *“the proposal would not be significantly forward of any strong building line to note, however given the levels of the site and forward siting in*

comparison to the existing situation, the layout is not considered sensitive to the streetscene, in particular when considered together with the design concerns.”

- 3.6 The earlier application (19/11356/FUL) which was dismissed at appeal contains some useful commentary pertaining to the loss of trees and hedges. The Inspector stated that one of the units *“would lead to the removal of trees and hedges that contribute positively to the streetscene. The proposed landscaping would not be so extensive along the roadside boundary and so would not fully compensate for this loss of vegetation.”*
- 3.7 The design of the proposed two units was assessed as having an *‘adverse dominant horizontal frontage’*, *‘no particular high-quality features to consider’* it (plot 1) as an enhancement to the streetscene. Plot two was equally poor in design, with its orientation not facing the highway, the side door drawing further unnecessary attention, and the elevation facing the highway being *‘of low quality with no features which would contribute to the character of the area’*. The proposed hipped roof and rectangular shape of plot two was assessed as *‘being not of acceptable quality in a Conservation Area’*.
- 3.8 Paragraphs 3.3 – 3.7 have identified the key issues which led to the first reason for refusal and can be summarised into following subcategories:
- Loss of openness;
 - Prominence in relation to the highway and owing to the current topography;
 - Loss of trees and hedges;
 - Poor quality design.

These themes are now explored individually.

Loss of Openness

- 3.9 The site now benefits from an extant consent for the erection of two large outbuildings (PL/2025/05625), granted on 8th July 2025. The granted outbuildings, coupled with the existing dwelling on site, result in 26.9m of buildings across the width of the site. Comparatively, the proposed bungalows would result in development of 26.8m in width. The gap has been lost by virtue of the CLP decision and the proposed bungalows result in a marginally lesser loss of openness than that allowed under the CLP application. Furthermore, the proposed outbuildings are sat significantly higher on the plot than the proposal scheme and therefore the proposal scheme will create a greater sense of openness than what has now been allowed on the site. This reason for refusal is now defunct by virtue of the extant CLP consent, which has formed a new material consideration.

Prominence in relation to the highway

- 3.10 The combination of bringing the built form closer to the highway, alongside retaining the existing topography resulted in the layout being assessed as insensitive to the streetscene.
- 3.11 The current application has carefully considered how these concerns could be overcome, with it being concluded that in order to reduce the prominence, the levels

need to be reduced. The diagram below indicates how the levels have been reduced (red outline). The existing bungalow sits at +87.54m (ridge height), and the proposed ridge heights have been reduced by 2m, to sit at +85.54m. The massing is therefore significantly lower. In terms of the properties opposite, the ridge heights vary as follows:

- no.92 (Listed Building) is +88.81m,
- no.94 +88.09m
- no.86 is +89.18m
- no.82 is +89.20m.

The proposal is therefore 3.27m below the ridge line of the Listed Building (no.92), and varies between 3.66m and 2.55m lower than the aforementioned other properties on the opposite side of High Street. This is a substantial reduction and will ensure that the proposed bungalows do not have an overbearing impact on the streetscene, the setting of a Listed Building or the amenity of homes in the vicinity.

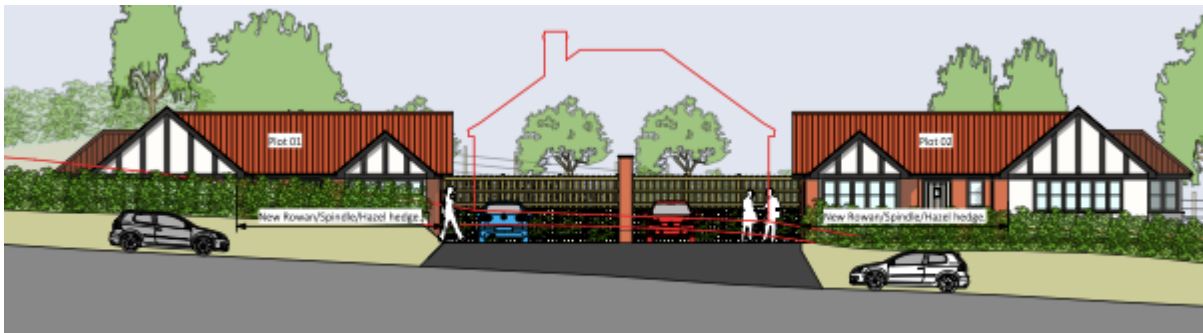


Diagram one: outline of existing ridge compared to the proposed streetscene

Loss of trees and hedges

- 3.12 The dismissed appeal commentary pertaining to the loss of trees and hedges is an appropriate starting point:

“would lead to the removal of trees and hedges that contribute positively to the streetscene. The proposed landscaping would not be so extensive along the roadside boundary and so would not fully compensate for this loss of vegetation.”

- 3.13 The application proposal seeks to carefully remove and relocate the two Category B trees (Irish Yew and Holly) within the site, but they will be in an equally prominent position and enjoyable from the public realm. This will bring a positive contribution to the scheme. There is also further planting of native species proposed within the redline boundary. This is detailed on drawing number: 351/103 ‘proposed drawings’.

- 3.14 With regards to the tree relocation, the proposed methodology would be as follows:

1. Root investigation incorporated within the first root prune, to understand soil and roots, enabling confirmation of methodology;
2. Once transplanted around 7-9 years competent monitoring and aftercare will be required. These trees are to be located in their final locations adjacent to a water supply to facilitate automated watering.

Poor quality design

- 3.15 The refusal scheme took its only design cue from the existing dwelling on the site, which the Council confirm should not be replicated to ensure the character and appearance of the area is preserved. The Planning Inspector (Wiltshire Council reference:19/11356/FUL) also stated that *“the proposed dwellings would be of a similar squat form to the existing building with a strong horizontal emphasis and an absence of architectural features of interest.”*
- 3.16 The designers have meticulously assessed the design vernacular of the Great Cheverell Conservation Area, which has informed this proposal.

Drawing no 351/102 ‘site location plan, existing and proposed drawings’ details the inclusion of gablets, finished in the Tudor style. Dentil courses of brickwork along the side elevations (east of plot one and west of plot two) Brickwork laid to an English Garden Wall Bond which is the dominant style in the Gt. Cheverell Conservation Area, (although there are some, fewer, examples of Flemish Bond), metal rainwater goods painted black, slimline Aluminium casement windows finished in a cream colour and a traditional front door. The roof tiles will be clay as opposed to concrete. All of these are features clearly visible from the application site and within the Conservation Area. The layout of the proposed dwellings feature some attractive articulation in the building lines particularly with the inclusion of bay windows.

- 3.17 The design has been crafted around the special characteristics of Great Cheverell and will integrate well into its setting, resulting in an uplift and improvement on the design and appearance of the existing bungalow on site.
- 3.18 The proposal utilises Gabions with plant plugs as an engineering solution for the reduction in topography. This has been carefully considered to ensure that whilst engineering is necessary to facilitate the development, it is softened in line with the rural context, and will conserve the special characteristics of the Conservation Area.



Example image of Gabion wall with plant plugs

Summary of the design response for reason for refusal one

3.19 The approved Certificate of Lawful Development (PL/2025/05625) forms a material consideration in terms of the structures that can now be erected, which utilise low quality materials (black metal sheeting) and would be at odds with the wider Conservation Area. These would also be prominent in the public realm, as a result of the topography with no requirement to reduce the site levels. The Approved CLP would also reduce the openness of the site slightly more than the proposal scheme, with the combined width of the bungalow and two outbuildings being 26.9m, compared to the proposal scheme measuring 26.8m. The proposal scheme is also a significant increase in design quality with carefully crafted landscaping. On balance and coupled with the new material considerations, the application has worked to resolve this reason for refusal.

3.20 Reason two for refusal is as follows:

“The proposed development by reason of the siting, design and layout would not respect the existing pattern of development within the immediate context of the site and would have a harmful impact on the locally distinctive character and appearance of the site which contributes towards the character and appearance of the Great Cheverell Conservation Area. The proposal would fail to preserve or enhance the character and appearance of the Great Cheverell Conservation Area whereby there

would be no public benefits to outweigh the harm generated. As such the proposal would be contrary to the National Planning Policy Framework (2021) and Policies 57 and 58 of the Wiltshire Core Strategy.”

- 3.21 The Great Cheverell Conservation Area Character Appraisal briefly mentions the bungalow but there is a distinct lack of commentary on the open space that is alluded to as a key characteristic of the Conservation Area. Furthermore, the application site is in the centre of the village, where the density of dwellings is high. As discussed throughout paragraphs 3.9 – 3.16, the design has been carefully considered and takes design cues from the Conservation Area to ensure that the proposal is of a high quality design which is reflective of the character and local distinctiveness of the Conservation Area.
- 3.22 There is a recently approved application (reference: PL/2024/09776) which is also within the Conservation Area and immediately adjacent to a Listed Building. Upon assessing the Officer’s Report for this approval, the layout of the village was assessed as *“linear with buildings and plots having highway frontages (mainly onto High Street). However, the layout of buildings plot-by-plot is not uniform with some dwellings set further away from the highway edge than others.”* The application proposal under this current submission respects the linear layout, with a highway frontage proposed via a shared driveway. The extract above is indicative that the LPA have acknowledge that there is an undulating building line, with some buildings closer to the highway than others. Therefore, the proposed siting of the two new bungalows is still reflective of the general layout, due to the linearity of the proposal.
- 3.23 In terms of commentary pertaining to conservation, the report for this close-by site states that *“the replacement of (mostly) single-storey commercial buildings with two-storey houses is a material change but the Conservation Officer confirms the design of the proposed dwellings appears to be carefully considered, with the architectural character of Great Cheverell having been studied to identify key characteristics of materials, details and form.”* The Conservation Officer supported the application and concluded that *“in conservation terms the proposals would not have a detrimental impact on the special interest of the listed building or conservation area and there would be no harm.”*
- 3.24 The comments from the Conservation Officer on the site at Kytes Garage, High Street confirm that if a proposal does not conform to the existing pattern of development in terms of layout, it does not follow that this automatically results in harm. Given the extant consent on the application site for the outbuildings, the improved design and the approval at nearby Kytes Garage, it is considered that this second reason for refusal has been addressed and Conservation issues will no longer present as a reason for refusal.

Reason three is as follows:

“The applicant has failed to provide sufficient information to determine ecological impacts of the proposal; and, as a consequence, the application is not considered to be environmentally sustainable. The proposed development therefore does not comply with Core Policy 50 of the Wiltshire Core Strategy, or advice contained in the National Planning Policy Framework (2021).”

- 3.25 This application is accompanied by a Preliminary Ecological Appraisal and Bat Emergence Survey. The applicant has therefore supplied sufficient information to resolve this reason for refusal.

Reason four is as follows:

“Paragraph 159 of the National Planning Policy Framework (NPPF) seeks to direct development away from areas of high flood risk with paragraph 161 qualifying that decision makers should take account of all sources of flood risk. Paragraph 162 affirms that development should not be permitted if there are reasonably available sites with a lower risk of flooding that can accommodate the development proposed.

The Wiltshire Council Strategic Flood Risk Assessment (SFRA) identifies that the site is in an area at risk from groundwater flooding with the entirety of the site consisting of groundwater levels between 0.025m and 0.5m below the ground surface. The SFRA confirms that in situations where more than 75% of the site consists of such ground water levels then a sequential test will be required. A sequential test has not been submitted with the application and therefore, there is insufficient information to enable the decision maker to ascertain whether there are sequentially preferable sites with a lower flood risk that could accommodate the proposed development.

As such, the proposed development conflicts with the requirements within the SFRA and NPPF to conduct sequential testing for sites at risk from groundwater flooding. Accordingly, the scheme is contrary to Core Policy 67 of the Wiltshire Core Strategy and to national policy contained within the National Planning Policy Framework (2021), notably, Chapter 14 on Planning and Flood Risk as it cannot be concluded that the development will not lead to increased flood risk to people and/or property.”

- 3.26 The application site is not within a Flood Risk Area and the nearby approval (reference: PL/2024/09776) was not met with an objection from the Drainage Officer. It was concluded that the proposal should comply with Part H Building Regulations and the infiltration system should be designed in accordance with Wiltshire Council's Soakaway Guidance.

The proposal scheme will meet both of these informatives and it can also be conditioned that the scheme cannot result in surface water run-off onto the public highway. Furthermore, in the Planning Inspectorate response to the appeal site (19/11356/FUL), the Inspector offered the following commentary:

“As Wessex Water raise no objection to the proposal the evidence indicates appropriate surface water drainage could be provided even if ground conditions are unsuitable for infiltration systems.” (paragraph 14 of the Appeal Decision).

- 3.27 The Planning Inspector concluded that on the original refusal, drainage was not a reason for refusal and this element of the appeal was upheld on the appellant's behalf. Therefore, drainage can be conditioned and should not be a reason to refuse any future schemes.

4.0 Planning Policy Considerations

- 4.1 Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires that planning applications are determined in accordance with the development plan, unless material considerations indicate otherwise. Therefore, in order to assess the acceptability of this proposal, it is necessary to assess it against the adopted development plan. It is also necessary to consider any material considerations relevant to the development proposal such as national planning policy contained within the National Planning Policy Framework (NPPF) and national planning guidance contained within Planning Practice Guidance (PPG).
- 4.2 Moreover, Section 70 (as amended) of the Town and Country Planning Act states that Local Planning Authorities should have regard to:
- a) The provisions of the development plan, so far as material to the application;
 - b) Any local finance considerations, so far as material to the application; and
 - c) Any other material considerations.

- 4.3 The development plan consists of the Wiltshire Core Strategy (adopted January 2015).

PRINCIPLE OF DEVELOPMENT AND FIVE YEAR HOUSING LAND SUPPLY

- 4.4 Core Policy 1 'Settlement Strategy' and Core Policy 2 'Delivery Strategy' of the WCS outline the Council's adopted strategy which identifies settlements where additional sustainable residential development should take place to improve the lives of all those who live and work in Wiltshire.
- 4.5 Great Cheverell is identified within the Wiltshire Core Strategy as a 'small village' under CP12, with development in small villages being restricted to infill development, provided that the three criteria test outlined within CP2 are met. The three criteria are as follows:
- i) Respects the existing character and form of the settlement
 - ii) Does not elongate the village
 - iii) Does not consolidate any existing sporadic loose knit areas of development related to the settlement.
- 4.6 The LPA have confirmed that the previous refusals meet criteria ii) and iii), however have not fulfilled criterion i).

"i) it is considered that the proposal by reason of its siting, layout and design would not respect the existing character and form of the settlement, in particular it would not preserve or enhance the character and appearance of the Great Cheverell Conservation Area.

The assessment on these grounds will be explored further in the sections below of this report."

- 4.7 Wiltshire Council can currently only demonstrate 2.03 years (source: Officer report for planning approval: PL/2024/04957). Under these circumstances, the decision-taking criteria contained in paragraph 11 of the Framework are engaged.
- 4.8 Given that the Council's housing delivery policies can be considered out of date, the 'tilted balance' is to be applied under the provisions of paragraph 11(d) of the National Planning Policy Framework. This requires LPAs to grant consent without delay unless:
- i) The application of policies in this Framework that protect areas or assets of particular importance provides a clear reason for refusing the development proposed; or
 - ii) any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole.
- 4.9 The application proposal has considered the previous reasons for refusal in terms of design and impact on the Conservation Area, ameliorating these by implementing careful design and introducing topographical changes to the site.
- 4.10 The recently approved Certificate of Lawful Development (PL/2025/05625) forms a new material consideration, resulting in a development which would cause harm to the character and appearance of the Conservation Area, compared with the proposed application for two new bungalows. The two proposed bungalows will be a complementary addition to the Conservation Area and will be a considerable uplift in design quality in comparison to the design of the existing bungalow.
- 4.11 The application for two new bungalows would be a heritage gain compared to the erection of the two outbuildings in an unsympathetic black corrugated metal sheeting. The proposed bungalows will sit significantly below the existing bungalow, in terms of height, (diagram one, page 8 of this Statement), and below the building line of the approved outbuildings. The resultant new bungalows will also have less built form facing the highway, than that which can be constructed under the CLP approval.

When considering the proposal in the tilted balance, there are no adverse impacts which would demonstrably outweigh the benefits, when assessed against the policies in the NPPF taken as a whole. The site is in a location with potential to affect assets of particular importance (heritage assets) as listed within Footnote 7 but, no clear reason to refuse the development has been identified, alongside the benefit of approving the erection of two bungalows over the erection of two outbuildings. The LPA could also choose to impose a condition which prevents the implementation of the CLP for this site.

- 4.12 The proposal accords with the two criteria of Paragraph 11(d) of the NPPF and therefore the principle of development is acceptable.
- 4.13 The NPPF has three overarching objectives of sustainability which are interdependent and need to be pursued to allow opportunities to be taken to secure net gains across each of the different objectives.

The proposal will fulfil a social role by helping to diversify the housing mix, to meet existing and future demands and therefore promotes social cohesion. Housing development contributes to forming a strong, competitive economy through the jobs that are created throughout the construction period. As such, the development performs an economic role.

The scheme seeks to diversify and evolve property within the existing built up settlement of Great Cheverell and therefore will help, albeit in a small way, contribute housing stock which works towards mitigating the need for expansion into parts of the open countryside and therefore fulfils an environmental role. The LPA accept that the addition of even one dwelling adds to the housing stock and contributes to housing land supply of the LPA and their requirement to adhere to paragraph 78 of the NPPF.

ACCESS

- 4.14 The site benefits from an existing access onto the Highway and does not connect to a classified road. It is concluded that safe access and egress can be achieved. Whilst this will be relocated, comments from previous applications on the site confirm that the Council's Conservation Officer's preference of a single access point over two separate accesses, which has been respected and implemented within the proposal scheme.

LAYOUT AND DESIGN

- 4.15 As detailed in section three of this statement, the layout and design has been carefully crafted and utilises design cues, materials and styles which reflect the character and appearance of the Conservation Area. The loss of the visual gap by virtue of the approved CLP application is demonstrable of how the site's appearance and layout could evolve. The application proposal is far superior to this and brings significant benefits, without conflicting with the NPPF when read as a whole.
- 4.16 The submitted block plan (351/103 'proposed drawings') indicates sufficient parking for both of the proposed dwellings, as identified within the Wiltshire Local Transport Plan 2011-2026 Car Parking Strategy (March 2015).

5.0 Conclusion

- 5.1 This application seeks full planning consent for the erection of two dwellings within the built up area of Great Cheverell.

- 5.2 It has been demonstrated how the proposal accords with relevant policies of the development plan and other material considerations, such as compliance with the NPPF, which weigh in favour of the development.
- 5.3 In light of the foregoing, and in accordance with Section 38(6) of the Planning and Compulsory Purchase Act 2004 and paragraph 14 of the Framework, permission should be granted for the development proposed.